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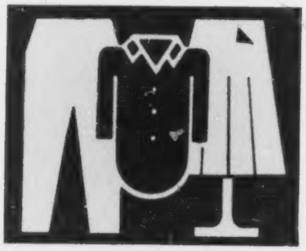
SALES & MARKETING MANAGEMENT
OCTOBER 29, 1984
A BILL PUBLICATION
THIRTY-FIVE DOLLARS

1984
SURVEY OF BUYING POWER
PART II

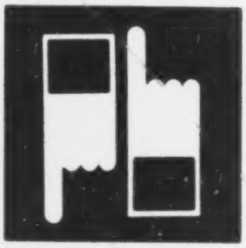
Featuring
1988 Metro Market Projections, Merchandise Line Sales,
Annual Surveys of Newspaper and TV Markets,
and Zip Code Characteristics

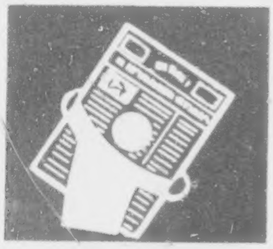
Section A: Editorial features and highlight tables that tell you how markets are changing—and why



Section B: Merchandise Line Sales for 1983 ranked by Metro Market

Section C: 1988 Metro Market Projections for Population, Effective Buying Income, Retail Sales, and S&MM's Buying Power Index





Section D: Annual Survey of Newspaper Markets

Section E: Annual Survey of TV Markets (ADIs)

Section F: Zip Code Characteristics

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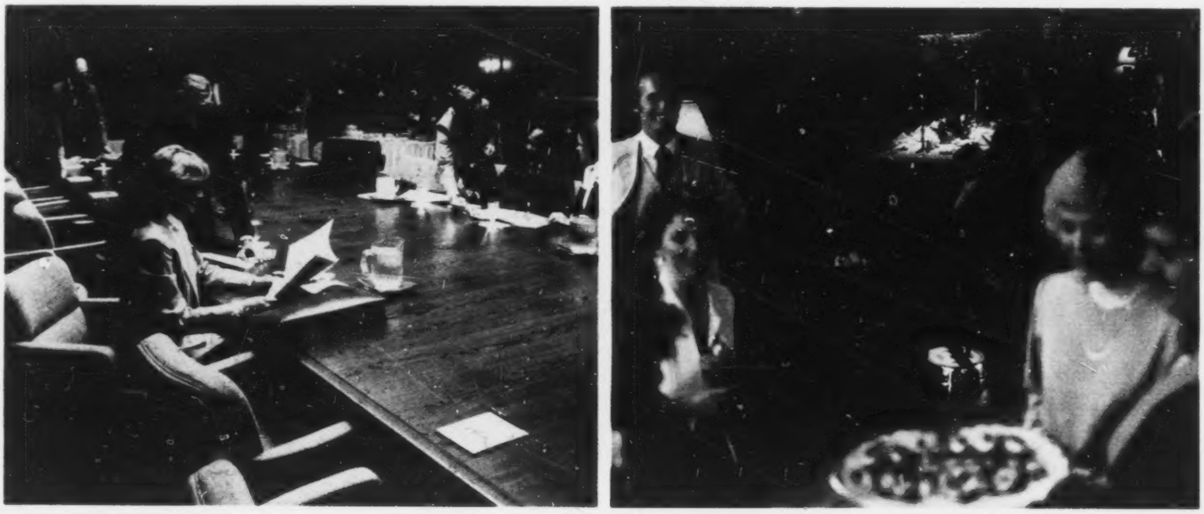

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OCTOBER 29, 1984

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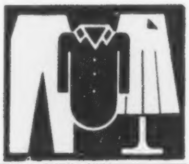

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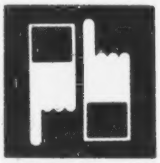

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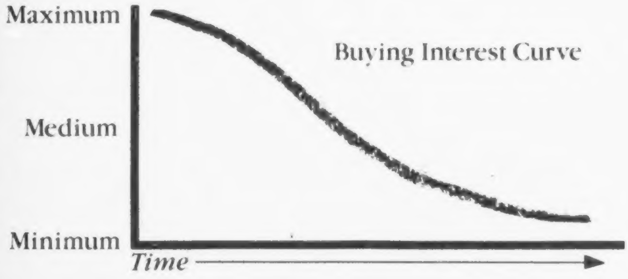

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SBP—II:
Pieces of the marketing puzzle

Why a *Survey of Buying Power—Part II*? Well, the simplest answer is that the *Survey* illustrates some of the many ways that data are available aside from the metropolitan area format that is the mainstay of the July *Survey of Buying Power*. Newspaper markets, TV markets, and Zip Code areas are just a few of the alternatives marketers have when it comes to the geographical makeup of their markets. Also, for those who deal with specific product areas, the *Survey's* merchandise line figures for Groceries, Health & Beauty Aids, Footwear, and four other categories show metro market rankings in terms of total dollar sales.

Of course, the most popular section of the *SBP—II* is the five-year projections of data for metro areas and metro counties; data that can be used by marketers to chart the course of future sales while keeping an eye on changes that may be occurring in their markets. Five pieces of seemingly unrelated information—merchandise lines, projections, newspaper markets, TV markets, and Zip Codes—that actually help to complete the marketing puzzle. Think of it as a kind of "guide for the marketing specialist" for those who need their data in a different format—something more in-depth, more specific; the missing pieces that fill the needs of media marketers, forecasters, direct mail merchants, and specialized retailers. July's *Survey of Buying Power* gives you everything you need to select your markets and target your prospective customers; *SBP—II* gives you everything else. Together, they form a powerhouse combination that can give you the edge you want, and the sales you need.

In the following pages, an explanation of each of the *SBP—II's* sections tells you a little more about the specialized applications of the data. It will also give you a few ideas on how you could be using this information to complete your own marketing jigsaw puzzle.

Section B: Merchandise Line Sales

The *Survey's* merchandise line sales data, which are current estimates of metro market expenditures in seven specific product categories, help marketers to refine their strategies with information on their particular product market. The metro area rankings, when used in conjunction with the retail sales statistics from *Survey of Buying Power* (July 23), will show a product's market share, and give marketers a more accurate fix for estimating potential sales on the local level.

When one considers the extent to which retailers practice cross-market merchandising these days, sales data for large store groups can sometimes prove to be misleading. In other words, the store type is not necessarily confined to the product category associated with it. For example, Food Store sales include sales of much more than just groceries. The difference between statistics for retail store groups (Food Stores) and merchandise line categories (Groceries) should be understood by marketers when establishing quotas and allocating sales support. Otherwise, any incorrect assumptions could lead to unfair quotas and misdirected advertising expenditures.

SURVEY HIGHLIGHT

Metro market outlook through 1988

Category	1988 Projected Figure	Projected % Change 1983–88
POPULATION (Thous.)		
U.S. total	**248,588.5**	**+ 5.5%**
Metro	188,955.6	+ 5.6
Nonmetro	59,632.9	+ 5.5
HOUSEHOLDS (Thous.)		
U.S. total	**92,661.5**	**+ 8.1%**
Metro	70,952.0	+ 8.2
Nonmetro	21,709.5	+ 7.7
EFFECTIVE BUYING INCOME ($000)		
U.S. total	**$3,716,534,851**	**+59.6%**
Metro	3,030,973,590	+60.8
Nonmetro	685,561,261	+54.4
AVERAGE HOUSEHOLD EBI		
U.S. average	**$40,109**	**+47.6%**
Metro	42,719	+48.5
Nonmetro	31,579	+43.4
TOTAL RETAIL SALES ($000)		
U.S. total	**$1,884,874,214**	**+58.8%**
Metro	1,523,936,828	+59.7
Nonmetro	360,937,386	+55.3
AVERAGE HOUSEHOLD RETAIL SALES		
U.S. average	**$20,341**	**+46.9%**
Metro	21,478	+47.5
Nonmetro	16,625	+44.2
BUYING POWER INDEX (BPI)		
U.S. total	**100.0000**	**N.A.**
Metro	80.2346	+ 0.5%
Nonmetro	19.7654	– 2.1

N.A.—Not Applicable. The **Buying Power Index** is a weighted index that combines population, retail sales, and effective buying income and expresses it as a percentage indicating a market's ability to buy. All BPI figures are expressed as a percentage of the U.S. total, or 100.000. Notes: Effective Buying Income and retail sales projections are in current dollars. The 1988 projections apply to the 315 S&MM metropolitan markets as currently defined.
Source: *Sales & Marketing Management's 1984 Survey of Buying Power—Part II.*
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Section C: Metro Market Projections

Changes in a market's demographic and socioeconomic makeup are of primary importance to marketers who want to be one step ahead of the competition. Short-term gains, however profitable, cannot be considered productive if they are made at the expense of a solid long-term marketing plan. To assist planners in formulating a sound strategy, *SBP—II* provides five-year metro market projections that can be used to pinpoint those markets with the most growth potential, as well as uncover those areas that will have little or no growth.

As far as the numbers go, the recent pattern of above-average growth in the South and West is expected to continue through the *Survey's* forecasted 1983–88 time frame. Also continuing will be the losses, however slight, in the traditional population centers such as Buffalo, Detroit, Cleveland, and Pittsburgh. In terms of individual markets, last year's reorganization of the system for designating metro markets may still cause a few logistical headaches for those who have used past *Survey* projections. Changes in the physical makeup of some of the larger metro areas and the creation of some new metros will again alter the rankings of projected growth markets.

As the most important single indicator of a market's buying power, Effective Buying Income (EBI) levels are always watched closely by marketers when comparing different markets. Household EBI data are often used by market planners when strengthening the sales force in areas with increased potential. The number of metros with a high Average Household EBI figure has increased because of the many newly designated areas that were once part of neighboring metros. Here again, a current ranking of the top gainers, this time in terms of projected income, would look noticeably different, primarily because of the changes mentioned above.

Of course, regardless of a market's so-called level of affluence, the great equalizing factor in the marketer's analysis of a potential growth area is the market's size, with the number of potential customers being a major concern. Territories have consistently been organized around such considerations, and an attempt should always be made to keep such uniformity intact when examining projections for shifts in market concentration.

Definitional changes will also affect retail sales statistics, the third variable in the *Survey's* projections. By examining retail sales totals for metro areas and converting them to a percentage of total EBI, planners can analyze the degree to which consumers in different areas are spending their available income. An area's expenditure ratio can be a determinant for the amount of market support it will receive.

SURVEY HIGHLIGHT

The top 50 metro markets in 1988: Northeast turnaround—Northwest slowdown

Rank 1988	Metro Market	Projected 1988 Pop. (Thous.)	Projected % Change 1983–88	Rank 1983
1.	New York	8,315.8	+ 0.89%	1
2.	Los Angeles-Long Beach	8,068.0	+ 4.52	2
3.	Chicago	5,976.6	− 0.87	3
4.	Philadelphia	4,758.0	+ 0.69	4
5.	Detroit	4,298.4	− 1.13	5
6.	Houston	3,734.7	+18.53	8
7.	Boston	3,670.7	+ 0.50	6
8.	Washington, DC	3,526.5	+ 4.86	7
9.	Nassau-Suffolk, NY	2,763.0	+ 3.64	9
10.	Atlanta	2,564.0	+10.52	10
11.	Dallas	2,482.0	+13.75	13
12.	Anaheim-Santa Ana, CA	2,405.2	+12.95	15
13.	Baltimore	2,323.6	+ 3.33	11
14.	Minneapolis-St. Paul	2,316.9	+ 5.30	12
15.	San Diego	2,283.2	+12.13	16
16.	Pittsburgh	2,142.6	− 1.57	14
17.	Riverside-San Bernardino, CA	2,021.9	+15.43	23
18.	Tampa-St. Petersburg-Clearwater	2,019.3	+12.95	21
19.	Miami-Hialeah	1,958.5	+11.00	22
20.	Oakland	1,956.6	+ 5.90	18
21.	Phoenix	1,924.6	+14.43	24
22.	St. Louis	1,862.4	+ 2.78	20
23.	Newark, NJ	1,860.4	− 0.45	17
24.	Cleveland	1,793.4	− 2.78	19
25.	Denver	1,792.4	+13.43	26
26.	Seattle	1,777.0	+ 6.06	25
27.	San Francisco	1,535.9	+ 1.90	27
28.	San Jose	1,526.1	+ 9.72	30
29.	Kansas City	1,496.4	+ 3.06	28
30.	New Orleans	1,435.1	+ 7.86	32
31.	Cincinnati	1,403.2	+ 0.58	29
32.	Milwaukee	1,400.9	+ 0.84	31
33.	Sacramento, CA	1,381.9	+13.50	35
34.	San Antonio, TX	1,309.0	+11.54	38
35.	Columbus, OH	1,289.8	+ 2.09	34
36.	Norfolk-Virginia Beach-Newport News	1,281.3	+ 5.83	36
37.	Bergen-Passaic, NJ	1,260.0	− 1.38	33
38.	Fort Lauderdale-Hollywood-Pompano Beach, FL	1,259.4	+12.35	40
39.	Fort Worth-Arlington, TX	1,244.6	+14.62	41
40.	Indianapolis	1,198.0	+ 1.49	37
41.	Portland, OR	1,174.3	+ 4.32	39
42.	Salt Lake City-Ogden, UT	1,146.8	+13.76	44
43.	Charlotte-Gastonia-Rock Hill, NC-SC	1,073.2	+ 5.91	43
44.	Oklahoma City	1,063.6	+11.42	48
45.	Hartford-New Britain-Middletown-Bristol, CT	1,060.9	+ 0.57	42
46.	Rochester, NY	1,031.6	+ 3.58	45
47.	Monmouth-Ocean, NJ	993.7	+ 9.13	51
48.	Louisville, KY	977.9	+ 1.36	47
49.	Buffalo	964.7	− 2.98	46
50.	Nashville	953.1	+ 7.16	54

Source: *Sales & Marketing Management's 1984 Survey of Buying Power—Part II.*

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Section D: Newspaper Markets

Cost and coverage questions are of primary importance when it comes to allocating newspaper advertising

SURVEY HIGHLIGHTS

Tomorrow's fastest-growing markets: Florida and Texas win big, Washington drops out

Rank	Metro Market	Projected % Growth 1983–88	Projected 1988 Pop. (Thous.)
1.	Naples, FL	25.82%	133.5
2.	Fort Pierce, FL	22.94	223.5
3.	Midland, TX	22.30	119.0
4.	Bryan-College Station, TX	21.76	134.3
5.	Fort Myers-Cape Coral, FL	21.63	296.9
6.	Brazoria, TX	21.46	243.9
7.	Ocala, FL	21.06	175.9
8.	McAllen-Edinburg-Mission, TX	20.77	401.7
9.	Provo-Orem, UT	19.26	301.5
10.	Austin, TX	19.03	742.4
11.	Houston	18.53	3,734.7
12.	Odessa, TX	18.42	154.9
13.	Laredo, TX	18.22	134.3
14.	Fort Collins-Loveland, CO	18.16	203.0
15.	Anchorage	17.70	256.0
16.	West Palm Beach-Boca Raton-Delray Beach, FL	17.69	782.1
17.	Sarasota, FL	17.39	274.1
18.	Santa Cruz, CA	17.34	252.4
19.	Brownsville-Harlingen, TX	17.29	280.1
20.	Las Vegas	17.25	620.6
21.	Redding, CA	16.51	153.1
22.	Bradenton, FL	16.45	197.5
22.	Tyler, TX	16.45	169.9
24.	Victoria, TX	16.39	90.2
25.	Lafayette, LA	16.09	248.2

Tomorrow's negative-growth markets: The industrial heartland takes a beating

Rank	Metro Market	Projected % Loss 1983–88	Projected 1988 Pop. (Thous.)
1.	Buffalo	−2.98%	964.7
2.	Cleveland	−2.78	1,793.4
3.	Battle Creek, MI	−2.64	132.4
4.	Anderson, IN	−2.54	133.9
5.	Pittsfield, MA	−2.15	139.5
6.	East St. Louis-Belleville, IL	−2.13	290.3
7.	Benton Harbor, MI	−2.09	162.3
8.	Mansfield, OH	−2.05	127.0
9.	St. Joseph, MO	−2.00	85.0
10.	Jersey City, NJ	−1.97	537.8
11.	Pittsburgh	−1.57	2,142.6
12.	Youngstown-Warren, OH	−1.50	513.3
13.	Kokomo, IN	−1.48	101.3
14.	Bergen-Passaic, NJ	−1.38	1,260.0
15.	South Bend-Mishawaka, IN	−1.15	234.0
15.	Jackson, MI	−1.15	148.3
17.	Great Falls, MT	−1.13	79.6
17.	Detroit	−1.13	4,298.4
19.	Beaver County, PA	−0.94	201.1
20.	Chicago	−0.87	5,976.6
21.	Kenosha, WI	−0.82	121.3
22.	Akron, OH	−0.80	645.3
23.	Alton-Granite City, IL	−0.64	265.6
24.	Newark, NJ	−0.45	1,860.4
25.	Steubenville-Weirton, OH	−0.38	157.3

Source: *Sales & Marketing Management's 1984 Survey of Buying Power—Part II.*

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for market support in a targeted area.

Too often, marketers ignore data on channels of distribution and concentrate instead on the number of households, the traditional technique for ranking markets for media exposure. For most products, the distribution channel is the retail outlet that handles that particular merchandise line. By analyzing the strength of a market's retail sales for a given store group, the effectiveness of newspaper ads, direct mailings, couponing, etc., can be calculated before a marketer ever commits his advertising dollars.

For example, if a marketer wants to promote a product or service related to the automobile market, he might choose the top 10 U.S. markets solely on the basis of population or household rank. In doing so, he neglects *Survey* information that shows more specifically the strengths and weaknesses of his target market. By looking at the same 10 markets' rankings for automotive dealer sales, he learns that, while Boston ranks sixth in total households, it ranks ninth in automotive sales, which suggests a potentially weak market for the product or service in question. In a case like this, adjustments should be made in either budget allocations or the list of prospective markets. Similarly, two other markets in the automotive category's top 10—Dallas, seventh, and Atlanta, tenth, would be overlooked because the Texas metro ranks seventeenth in households, the Georgia metro nineteenth.

In this year's Survey of Newspaper Markets, two markets, Dover, DE, and Fort Dodge, IA, have been deleted because of their failure to meet basic criteria on either circulation or household penetration. At the same time, five new markets have been added to this year's roster, Fort Walton Beach, FL, Naples, FL, Sandusky, OH, Bryan-College Station, TX, and McAllen-Edinburg-Mission, TX.

Section E: TV Markets

In last year's *SBP—II*, the Survey of TV Markets section was reorganized to make it more useful to media marketers in allocating their advertising dollars. Information on audience demographics, such as total population, households, and black population, was retained, along with Effective Buying Income (EBI) and total retail sales.

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a 19-year-old typist, a 180-pound salesman, a 5'6" coffee drinker,
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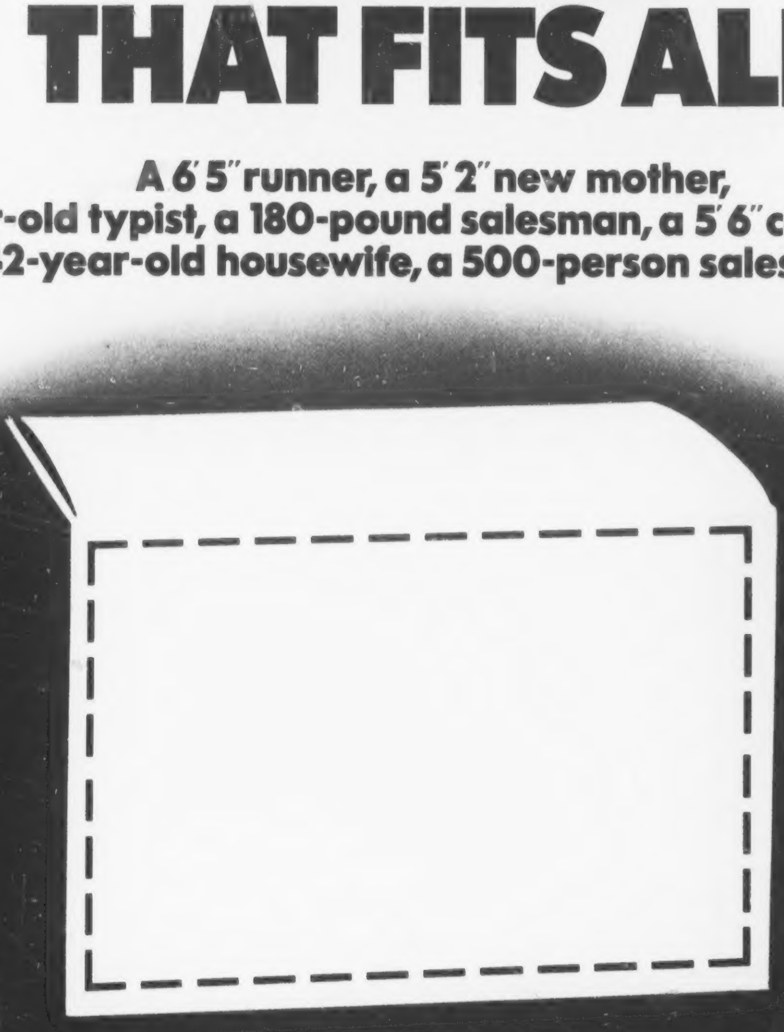

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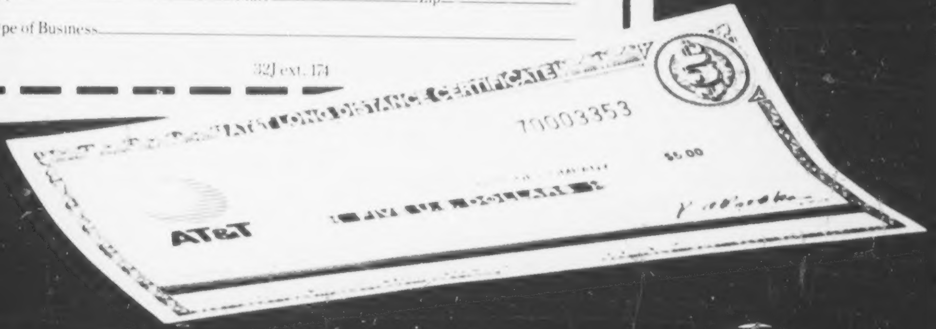

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New categories include Hispanic population and breakouts of total population by six age groups.

Since TV is the favored medium of national advertisers, the accuracy with which markets and market segments are pinpointed has become a critical element of marketing planning. Also, TV's higher costs compared with other forms of media make it even more important that the targeted markets offer the highest possible return on investment.

In the case of the 18- to 34-year-old-viewer audience, for instance, locating markets with a high percentage of people in this age bracket can assist marketers who are looking to sell to the baby-boom segment of the population. By isolating those markets that exceed a pre-set ratio of 18 to 34 year olds, the effectiveness of a TV ad campaign can be increased, and the advertising budget more efficiently allocated to those markets.

Section F: Zip Code Markets

If a marketer has a need to go beyond the metro or county level in terms of information gathering, Zip Code areas provide a geographic measurement that allows him to more specifically target those markets that fit his customer profile. In essence, the smaller the area, the more uniformity among customers and prospects.

The Zip Coding of the 1980 Census of Population and Housing, financed by a group of private data-gathering organizations that included Bill Communications' Market Statistics Div., gives marketers a set of statistics that is more localized than the traditionally used metro areas that are the basis for *S&MM's Survey of Buying Power.* The vast array of data available for Zips is highly detailed, with such items as occupation type, mortgage status, education level, and even the number of autos and bathrooms per household unit. This information is available for any five-digit Zip Code area, and the implications for marketers are many.

First, in advertising or direct mail campaigns, Zip Code units can be a more efficient way of getting the right message to the right place. For example, by targeting areas that fit a given customer profile, the wasted coverage and expense of blanket-type campaigns are sharply re-

SURVEY HIGHLIGHT

Reaching for households: The biggest ADIs and how they rate

ADI (Area of Dominant Influence)	Population (Thous.)	Rank	Households (Thous.)	Rank	EBI ($000)	Rank	Total Retail Sales ($000)	Rank
New York	18,025.8	1	6,623.6	1	$211,354,216	1	$87,799,733	1
Los Angeles	12,118.7	2	4,406.6	2	135,807,941	2	66,667,428	2
Chicago	8,450.1	3	3,038.8	3	93,156,155	3	42,295,167	3
Philadelphia	7,031.3	4	2,538.6	4	73,887,770	4	34,801,156	4
Boston	5,348.8	5	1,952.2	6	58,512,796	6	32,762,126	6
San Francisco	5,342.1	6	2,086.5	5	69,075,811	5	33,348,946	5
Detroit	4,656.5	7	1,661.6	7	49,228,678	8	24,387,191	7
Washington, DC	4,053.8	8	1,480.8	8	51,373,584	7	23,734,550	10
Dallas-Fort Worth	3,976.0	9	1,474.7	9	42,620,551	10	24,258,092	8
Houston	3,891.1	10	1,398.1	11	43,972,800	9	23,745,796	9
Cleveland	3,785.1	11	1,407.8	10	37,416,241	11	18,571,789	11
Pittsburgh	3,322.3	12	1,240.8	12	32,621,347	14	15,101,114	16
Minneapolis-St.Paul	3,192.3	13	1,152.9	13	33,418,776	12	17,441,520	13
Atlanta	3,120.8	14	1,119.5	16	30,502,505	16	15,591,105	15
Seattle-Tacoma	2,984.4	15	1,149.9	14	32,759,401	13	16,525,096	14
Miami	2,951.9	16	1,138.2	15	31,294,343	15	17,477,374	12
St. Louis	2,865.1	17	1,045.8	17	28,454,151	17	14,561,534	17
Denver	2,510.7	18	965.9	19	28,068,519	18	13,893,885	18
Tampa-St. Petersburg	2,473.1	19	994.6	18	23,702,389	22	12,754,859	20
Baltimore	2,409.5	20	856.8	21	24,226,329	21	11,652,437	22
Sacramento-Stockton	2,384.0	21	906.1	20	24,306,525	20	12,429,706	21
Hartford-New Haven, CT	2,226.6	22	806.8	22	26,450,990	19	12,870,574	19
Indianapolis	2,204.3	23	791.8	24	20,468,035	24	10,947,032	24
Phoenix	2,112.2	24	790.7	25	19,802,049	27	9,549,276	27
Portland, OR	2,085.8	25	804.8	23	20,180,988	25	11,041,107	23

Source: *Sales & Marketing Management's 1984 Survey of Buying Power—Part II.*

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duced, and more efficient audience pinpointing is achieved. Advertisers and direct mail marketers can also gain from the large amount of lifestyle-oriented data that exists for each Zip area—things such as home ownership, dwelling size, and property value—that give them more insight into an area's sales potential, and help to balance spending between broadcast and print media.

Profiles and targets

When marketers go about defining a market for a specific purpose, their data-gathering process begins with a generalized target area, either geographic or statistical. Then, depending on the characteristics involved, a step-by-step process of refinement narrows the targeted market to a few select areas that serve the marketer's purpose most specifically and show the greatest potential for success. When used in conjunction with the *S&MM Surveys*, these highly specific characteristics from individual Zips can be placed in a county context that will enable marketers to compile a list of metros or Areas of Dominant Influence (ADIs) showing the most potential for their product or service.

This year's *Survey* contains a sampling of six different characteristics available for any Zip. Rankings for the top 50 Zip Codes in each class give marketers an idea of the multitude of information that can be had for a given geography, allowing them to fine-tune an area's profile while eliminating unprofitable markets.

SURVEY HIGHLIGHT

The most affluent markets of 1988: Suburban metros hold the big bucks

1988 Rank	Metro Market	1988 Projected EBI Per Household	% Increase 1983–88	Growth Index[1]
1.	Nassau-Suffolk, NY	$65,476	57.92%	122
2.	Lake County, IL	62,087	55.50	117
3.	Bridgeport-Stamford-Norwalk-Danbury, CT	60,974	48.39	102
4.	Washington, DC	56,609	53.52	113
5.	Midland, TX	55,770	53.24	112
6.	Grand Forks, ND	55,495	59.91	126
7.	San Jose, CA	55,254	51.29	108
8.	Middlesex-Somerset-Hunterdon, NJ	55,244	48.90	103
9.	Bergen-Passaic, NJ	54,976	51.78	109
10.	Anaheim-Santa Ana, CA	54,300	50.27	106
11.	Anchorage	53,757	40.88	86
12.	Poughkeepsie, NY	52,758	53.68	113
13.	New London-Norwich, CT	52,692	57.78	121
14.	Newark, NJ	52,680	52.86	111
15.	Oxnard-Ventura, CA	51,350	51.85	109
16.	San Francisco	50,844	51.17	108
17.	Kenosha, WI	50,698	61.27	129
18.	Richland-Kennewick-Pasco, WA	50,443	57.48	121
19.	Honolulu	50,086	48.17	101
20.	Minneapolis-St. Paul	49,767	56.86	120
21.	Kalamazoo, MI	49,666	62.43	131
22.	Seattle	49,522	57.55	121
23.	Wilmington, DE	49,230	56.06	118
24.	Hartford-New Britain-Middletown-Bristol, CT	49,183	46.99	99
25.	Rochester, MN	48,819	58.78	124
26.	Wichita, KS	48,788	56.57	119
27.	Santa Barbara-Santa Maria-Lompoc, CA	48,501	53.29	112
28.	Aurora-Elgin, IL	48,357	49.46	104
29.	Iowa City, IA	48,328	62.79	132
30.	Joliet, IL	48,274	49.88	105
31.	Lincoln, NE	48,254	59.33	125
32.	New Haven-Waterbury-Meriden, CT	48,133	52.24	110
33.	Madison, WI	47,944	59.79	126
34.	Topeka, KS	47,896	58.37	123
35.	Peoria, IL	47,818	55.84	117
36.	Omaha, NE	47,743	58.42	123
37.	Ann Arbor, MI	47,680	52.80	111
38.	Sioux Falls, SD	47,487	58.01	122
39.	Lansing-East Lansing, MI	47,436	56.91	120
40.	Oakland, CA	47,310	47.46	100
41.	Brazoria, TX	47,078	41.99	88
42.	Trenton, NJ	47,049	45.23	95
43.	Cedar Rapids, IA	47,040	58.05	122
44.	Odessa, TX	47,030	54.18	114
45.	Monmouth-Ocean, NJ	46,880	48.82	103
46.	Portsmouth-Dover-Rochester, NH	46,869	58.26	122
47.	Boston-Lawrence-Salem-Lowell-Brockton	46,753	50.44	106
48.	Denver	46,221	50.50	106
49.	West Palm Beach-Boca Raton-Delray Beach, FL	46,104	53.45	112
50.	Columbia, MO	45,982	60.68	128
	U.S. Total	**$40,109**	**47.56%**	**100**

[1] **Growth Index** is computed by dividing the market's % increase by the total U.S. % increase, which is 46.6%. A figure above 100 shows that the market's EBI Per Household will grow that much faster than the U.S. average.

Note: EBI stands for Effective Buying Income. Figures shown are average EBI per household.

Source: *Sales & Marketing Management's 1984 Survey of Buying Power—Part II.*

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Foresight and flexibility: Looking back. . .

By RICHARD KERN
Editorial Director
Survey of Buying Power

Changing markets have always had a direct effect on the way that various goods and services are sold. Shifts in population, age, ethnicity, or other factors can determine a market's desirability relative to a specific customer profile.

The article shown here, "America's Declining Growth—A New Merchandising Problem," is taken from the July 1, 1934, issue of *Sales & Marketing Management*, then called *Sales Management*. It describes a newly released report from the Scripps Foundation for Research in Population Problems that outlined the changes in America's demographic makeup that were expected to occur in the coming years. The authors of the report, Warren Thompson and P.K. Whelpton, forecast an end to U.S. population growth by the 1960s (peaking at approximately 145 million), as well as a higher median age and smaller families.

SURVEY HIGHLIGHT

100 years and 83 million: What the Census Bureau says

Year	Total Population (Thous.)	Population By Age Group (Thous.) 18–24	25–34	35–44	45–64	65 & Over
1980	227,704	30,347	37,593	25,881	44,493	25,714
1985	238,631	28,739	41,788	32,004	44,652	28,608
1990	249,657	25,794	43,529	37,847	46,453	31,697
2000	267,955	24,601	36,415	43,743	60,886	34,921
2030	304,807	26,226	37,158	40,168	70,810	64,580
2080	310,762	25,296	37,237	38,222	73,748	73,090

Source: Census Bureau: *Projections of Population of the United States by Age, Sex, and Race: 1983 to 2080.* Series P-25, No. 952.

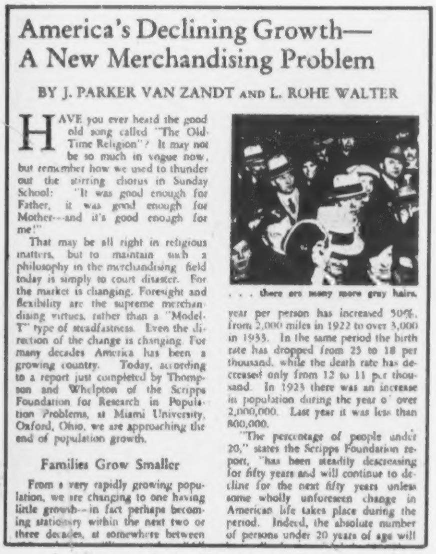
Well, two out of three isn't bad.

The fact remains that, based on what was then the most current information, along with data collected from the census, Thompson and Whelpton saw the beginnings of a trend that, if carried to its statistical conclusion, would result in the aforementioned predictions becoming fact. So much for the infallibility of forecasters.

And what lesson can a marketer learn from all of this? Primarily, that forecasting is a risky business. Unfortunately, projections can't be any better than the data they're based on, and as we can see, it's the unknown factors that can play havoc with such predictions. Keeping this in mind, the figures in *Sales & Marketing Management's Survey of Buying Power—Part II* stay within a safer five-year framework, instead of the type of long-range forecast model attempted by Thompson and Whelpton some 50 years back. How were they to know that something called the "baby boom" would destroy all of their carefully laid plans for zero growth? As the article points out, "foresight and flexibility are the supreme merchandising virtues." Truer words have never been spoken.

Not all of their predictions were nearly as far off base as those that concerned population growth, however. The merchandising problems discussed in the title relate primarily to the changes in advertising and promotion that would be necessary to adjust to the aging population. The types of businesses that would benefit most from this process, "insurance companies and savings banks," were presented as having a "golden opportunity."

If all this sounds familiar, it's be-



America's Declining Growth—
A New Merchandising Problem

BY J. PARKER VAN ZANDT AND L. ROHE WALTER

HAVE you ever heard the good old song called "The Old-Time Religion"? It may not be so much in vogue now, but remember how we used to thunder out the stirring chorus in Sunday School: "It was good enough for Father, it was good enough for Mother—and it's good enough for me!"

That may be all right in religious matters, but to maintain such a philosophy in the merchandising field today is simply to court disaster. For the market is changing. Foresight and flexibility are the supreme merchandising virtues, rather than a "Model-T" type of steadfastness. Even the direction of the change is changing. For many decades America has been a growing country. Today, according to a report just completed by Thompson and Whelpton of the Scripps Foundation for Research in Population Problems, at Miami University, Oxford, Ohio, we are approaching the end of population growth.

Families Grow Smaller

From a very rapidly growing population, we are changing to one having little growth—in fact perhaps becoming stationary within the next two or three decades, at somewhere between

. . . there are many more gray hairs.

year per person has increased 50%, from 2,000 miles in 1922 to over 3,000 in 1933. In the same period the birth rate has dropped from 25 to 18 per thousand, while the death rate has decreased only from 12 to 11 per thousand. In 1923 there was an increase in population during the year of over 2,000,000. Last year it was less than 800,000.

"The percentage of people under 20," states the Scripps Foundation report, "has been steadily descreasing for fifty years and will continue to decline for the next fifty years unless some wholly unforeseen change in American life takes place during the period. Indeed, the absolute number of persons under 20 years of age will

A glimpse into the past shows us that not all predictions stand the test of time.

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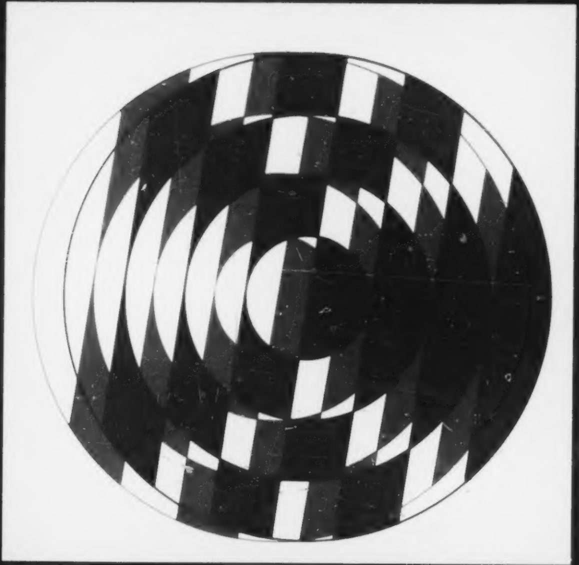

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cause this prediction is only now coming true. An older America first had to wait for the baby boomers, just now entering middle age, to come on the scene; something that Thompson and Whelpton did not foresee. Now, of course, marketers are well aware of this emerging trend, and the "graying of America" is big news. By 1949, however, just 15 years after the publication of this article, such a prediction had been written off as an unfortunate miscalculation, in light of the tremendous post-war growth the U.S. was experiencing.

So what are we to say about projections? Can we afford to base our marketing future on estimates of estimates? Certainly, the temptation is to play it safe, to work only as far ahead as we have to. But a good marketer knows that many an opportunity has been lost by similar steadfastness. The ability to read the future and take advantage of change is the secret to success in selling. The use of data that reveal both where a market has been and where it is going is of the utmost importance as marketing grows more sophisticated. But statistics—however impressive—should not be allowed to cloud the basic issue: Markets are people. It is just as true today as it was 50 years ago, and it's a fact that no marketer can afford to lose sight of.

. . . and looking ahead

So what about the future? What kind of a marketplace will we be operating in by the turn of this century? Recent Census Bureau reports indicate that there will be a general decline in the population growth rate through the middle of the next century, although the overall increase in the number of people will continue, primarily because rates of net immigration will compensate for a narrowing difference between birth and death figures.

Projections concerning the general aging of the population are graphically illustrated by the rise in median age from 1982's 30.6 years to 36.3 years by the year 2000, with an estimated 2080 figure of 42.8 years. This is due to the movement of the baby-boom generation out of the base of what is now known as the population "pyramid" and into what will most likely become known as the population "football," as these boomers swell the ranks of the middle-aged. The Bureau also estimates that the population aged 18 to 24, which at this point comprises an all-time high of 30.4 million, will drop by a staggering 7 million people during the next 15 years. The implications for colleges, the military, and employers are painfully clear. At the same time, the "elderly" population (those over age 65) will grow to more than 58 million, or more than twice its present size, by the year 2030. To cope with this larger over-65 population, new and different forms of health care and govern-

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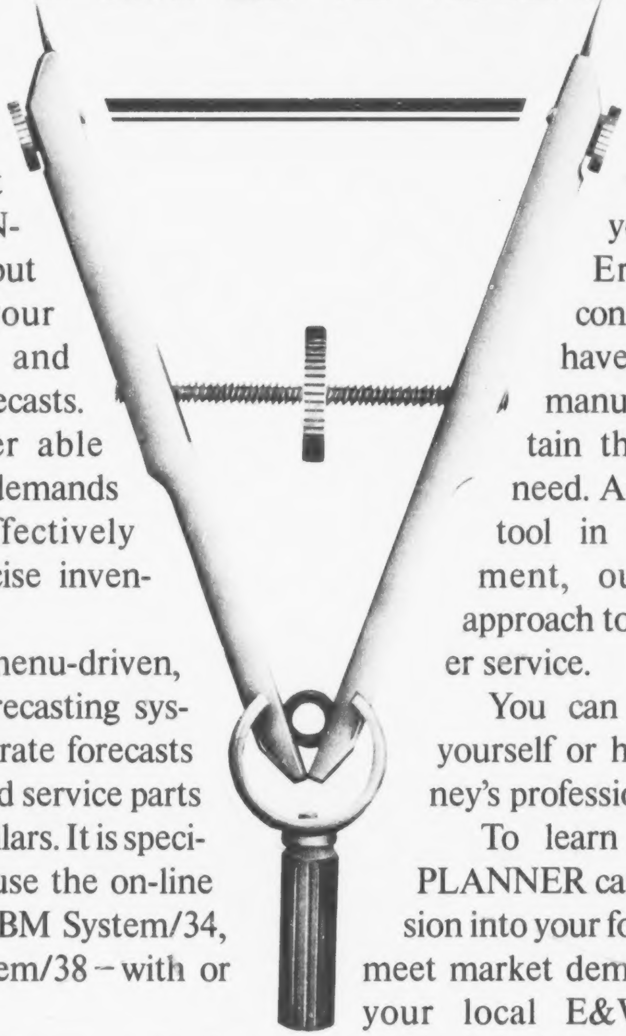

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ment-subsidized assistance will have to be developed. We are just beginning to see evidence of this in today's "life care" and health maintenance programs, destined to become a very big business indeed as the baby-boom generation moves into old age.

In terms of black and ethnic population growth, it is estimated that the black-and-other-races category (as defined by the Bureau) will grow in both proportion and real numbers. From its present level of just over 33.6 million, this segment will increase to 45.3 million by 2000, 63.2 million by the year 2030, and all the way up to 79.1 million by 2080. Proportionately, this means that from a figure of just over 10% back in 1950, this group will grow to between 20% and 25% of the total population in the 50-year period, 2030 to 2080. Today's proportion is 14.5%, so what we're seeing here is not only an older population but a population with more minorities than at present.

As far as the near future is concerned, this year's *Survey* projections for 1988 show a continuation of growth in both population and households for metro and nonmetro areas. Effective Buying Income levels will increase at slightly slower rates than were predicted in last year's *Survey—II*, reflecting a slowdown in inflation that is expected to continue over the five-year 1983–88 period. Retail sales have also been adjusted accordingly with the projected percentage of increase now below 60% for the five-year period, as opposed to last year's figures of 70% or more. In all major categories, however, growth percentages are greater for metro areas than they are for nonmetro areas.

In the estimates of the 25 biggest metros for 1988, two surprises are immediately evident; New York's regaining of the No. 1 spot with growth of 0.9% predicted, as opposed to last year's forecast that showed a negative growth of 2.6%. A

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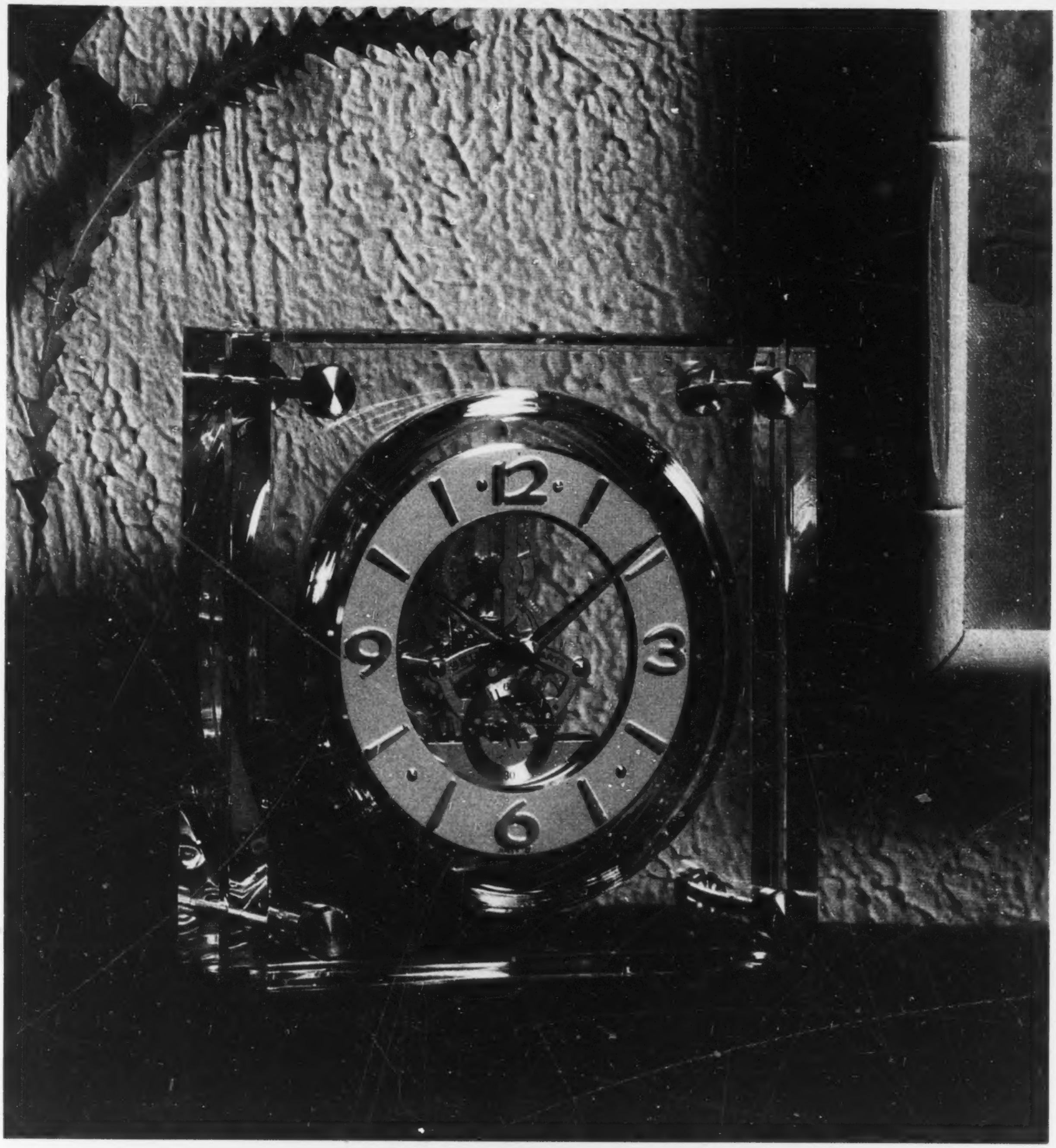

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turnaround for Boston is also shown, from last year's projection of −0.24% for the 1982–87 period to this year's figure of +0.5%. Rates of population increase for some metros have been upped, with greater growth predicted for the Nassau-Suffolk, NY, metro, as well as for Baltimore and Miami-Hialeah, FL. Seattle, on the other hand, has been cut from an anticipated growth of 12.45% last year to a more conservative 6.1% figure in this year's *Survey*.

Finally, the nation's fastest-growing metros are again dominated by locations in Florida and Texas, with 9 of the top 10 spots garnered by these two states. S&MM projections indicate that the newly designated Naples, FL, metro area will grow the fastest during the next five years, posting a better than 20% rate of population growth. The Las Vegas metro area, which last year ranked third in terms of projected growth, has dropped to twentieth place in the current rankings. Even more surprising is the disappearance of four metros from this year's list that placed high just a year ago. Three of these, Richland-Kennewick-Pasco, Olympia, and Bremerton, are located in Washington State, which has experienced a sudden drop in its expected growth rate after recent estimates by the Census Bureau and S&MM predicted unprecedented expansion. Another metro of which great things were predicted, Casper, WY, has also fallen from the ranks of this year's fastest growers, after placing eighth last year.

As you can see, the seemingly logical extension of trends is a risky business. Sometimes projections must be altered, other times, discarded. But it is the ability to react to these types of changes that is most important to the marketer's success, and as was stated earlier, it is a combination of both *foresight* and *flexibility* that make it happen for any marketer, any salesperson, or anyone who must rely on statistics. In today's rapidly changing and evolving marketplace, the importance of these qualities can't be overstated.

SURVEY HIGHLIGHT

How good are the Survey's projections? A brief analysis of recent trends

By region . . .

Geography	Population (Thous.) 1983 Projected	1983 Actual	% Difference	Analysis
New England	12,849.7	12,499.8	+2.8%	Overly optimistic concerning the size and duration of population losses in the Industrial North.
Middle Atlantic	37,673.0	37,141.9	+1.4	
East North Central	42,066.5	41,700.3	+0.9	
West North Central	17,688.4	17,519.1	+1.0	
South Atlantic	37,992.4	39,131.4	−2.9	
East South Central	14,912.4	15,068.5	−1.0	
West South Central	23,969.0	26,064.2	−8.0	Underestimated the Sunbelt boom and its continuing strength.
Mountain	11,660.1	12,511.3	−6.8	
Pacific	32,159.7	33,887.7	−5.1	
. . . . biggest states				
California	24,052.1	25,332.3	−5.1%	
New York	18,104.5	17,740.7	+2.0	
Texas	14,356.0	15,896.8	−9.7	◀ Didn't anticipate the tremendous population boom in Houston, Dallas, etc.
Pennsylvania	11,984.2	11,916.6	+0.6	
Illinois	11,525.5	11,511.2	+0.1	
Florida	10,117.1	10,815.5	−6.5	◀ Reflects the continued growth of ethnic and retired populations in Florida.
Ohio	10,828.8	10,767.4	+0.6	
Michigan	9,387.8	9,129.3	+2.8	◀ Generally speaking, northern states were overestimated. California, Texas, Florida and North Carolina were underestimated.
New Jersey	7,584.3	7,484.6	+1.3	
North Carolina	5,992.8	6,120.3	−2.1	
. . . . and leading metros				
New York	8,432.8	8,241.8	+2.3%	
Los Angeles-Long Beach	7,274.4	7,719.1	−5.8	◀ The story is much the same for metros, with Sunbelt cities growing faster than expected, and northern cities showing figures smaller than expected for the five-year (1978–83) period.
Chicago	5,990.2	6,028.5	−0.6	
Philadelphia	4,871.1	4,725.1	+3.1	
Detroit	N.A.	4,346.9	N.A.	
Boston	3,824.2	3,652.6	+4.7	
Washington, DC	N.A.	3,369.0	N.A.	
Houston	2,894.9	3,150.8	−8.1	
Nassau-Suffolk	2,833.3	2,665.9	+6.3	
Atlanta	N.A.	2,320.0	N.A.	

Notes: N.A.—Not Available. *Metros*—All metro definitions have been reconfigured to conform to current Office of Management and Budget criteria. Projections for some counties were unavailable. *% Difference*—Figures show what percentage projection is above (+) or below (−) the actual 1983 figure.

Sources: *Sales & Marketing Management's 1979 Survey of Buying Power—Part II* for 1983 projections, *1984 Survey of Buying Power* for 1983 actual.

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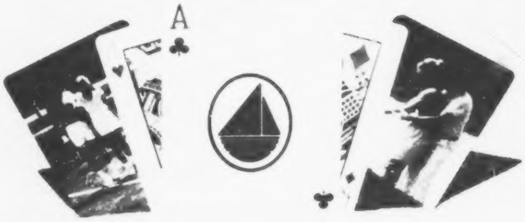
SURVEY HIGHLIGHT

Retail sales outlook 1984–86

Store Category	$ Bil. 1984	1985	1986	% Change 1983–84	1984–85	1985–86
DURABLES	$447.0	$464.4	$490.5	16.3%	3.9%	5.6%
Building supplies	67.8	68.8	74.1	13.9	1.5	7.8
Bldg. materials & paint	49.4	48.8	52.6	14.9	−1.3	7.8
Hardware	10.4	11.2	12.2	7.4	8.5	8.7
Nurseries & garden supplies	8.1	8.8	9.4	16.3	9.2	6.4
Automotive	263.4	272.6	284.5	18.6	3.5	4.4
Automotive dealers	240.1	248.2	259.1	19.7	3.4	4.4
Auto & home supplies	23.3	24.3	25.4	8.7	4.6	4.1
Furniture & appliances	58.1	61.6	65.5	13.0	5.9	6.3
Furniture, rugs, & curtains	34.2	36.3	38.6	12.4	6.0	6.5
Appliances, TV, & radio	19.6	20.7	22.0	14.4	5.7	6.3
Misc. furniture	4.3	4.6	4.8	11.4	5.9	5.1
Misc. durables	57.5	61.5	66.4	12.1	6.5	8.1
NONDURABLES	$840.4	$877.6	$923.6	6.8%	4.4%	5.2%
General merchandise	156.7	166.0	175.6	10.7	5.9	5.8
Department stores	129.1	137.2	145.1	11.7	6.3	5.8
Variety stores	9.9	10.5	11.1	7.6	5.8	5.6
Other general merchandise	17.7	18.3	19.4	5.5	3.5	5.7
Food stores	274.2	284.5	298.1	5.8	3.8	4.8
Gasoline stations	102.6	101.4	104.2	−0.5	−1.2	2.8
Apparel	59.8	63.5	67.0	11.7	6.1	5.5
Men's apparel	8.8	9.2	9.6	7.7	5.1	4.9
Women's apparel	24.4	25.7	27.0	16.1	5.4	4.8
Shoe stores	9.9	10.7	11.5	7.1	7.9	7.7
Misc. apparel	16.8	17.9	18.9	10.6	6.5	5.6
Eating & drinking places	124.4	133.1	142.7	7.5	7.0	7.2
Drug stores	41.9	44.1	46.7	8.0	5.3	5.8
Liquor stores	19.9	20.8	21.6	1.8	4.1	4.0
Misc. nondurables	60.9	64.2	67.7	9.6	5.5	5.4
TOTAL RETAIL SALES	$1,287.4	$1,342.0	$1,414.2	9.9%	4.2%	5.4%

Note: Unless otherwise indicated, % Change figures show increases in sales. Details may not add to totals due to rounding.
Source: Data Resources, Inc., Consumer Economics Div.
*Sales & Marketing Management

DEAL?



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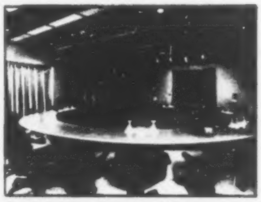

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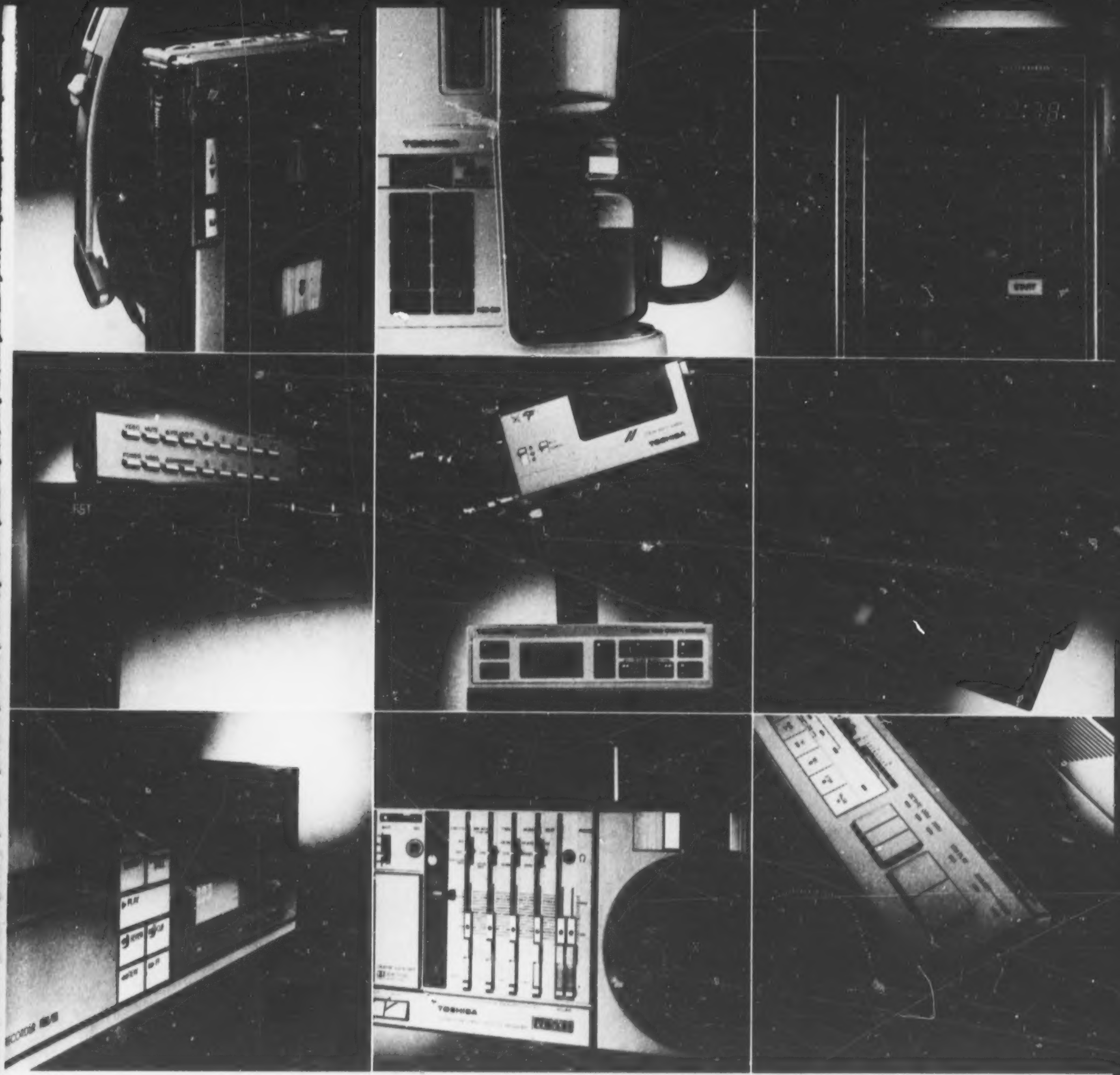

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Trend analysis

By JOEL KURTZMAN
Author of *Futurcasting*

The following article is excerpted from Joel Kurtzman's recently published book, *Futurcasting*. This chapter, dealing with the analysis of trends, is food for thought for anyone who relies on forecasting techniques and knows the hazards of this area of marketing.

Although many analyses of trends are complicated and highly mathematical, requiring a familiarity with statistical methods and even computer analysis techniques, for our purposes a much more general overview is all that is required. We will not examine trends quantitatively but qualitatively. And what will be our concern is how trends interact with their contexts.

Trends can be thought of as "time vectors" or even as time trajectories. What this means is that trends describe a dynamic, moving, energetic chain of events. A trend has momentum. And, like a car rolling effortlessly down a hill, that momentum will take it only as far as the circumstances permit. If the car is out of gas but the hill is long, then the momentum of the car may take it many miles. If the car is out of gas near the end of the hill and shortly will be facing an uphill grade, then the circumstances are quite different. And if the car coasts down the hill with a full tank of gas, then the distance it can cover is greatly increased. Determining trends there-

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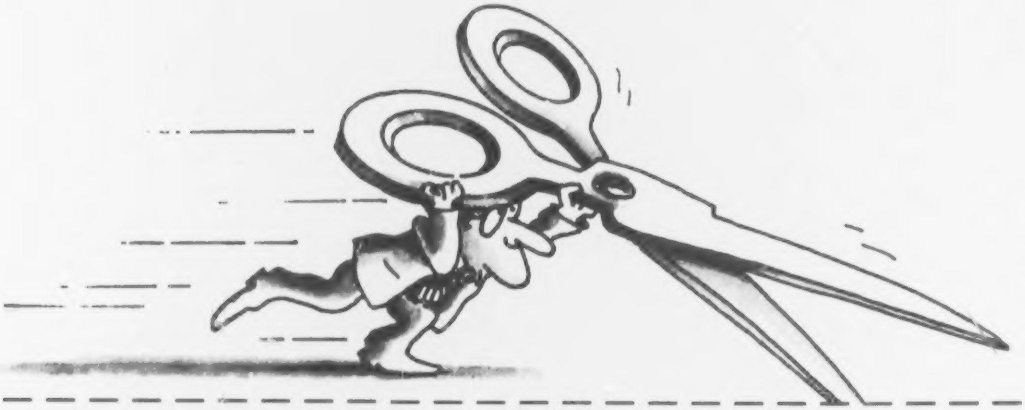

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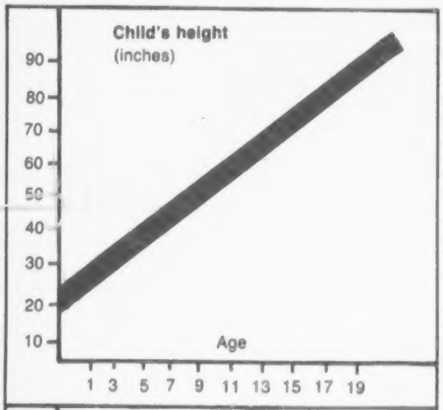
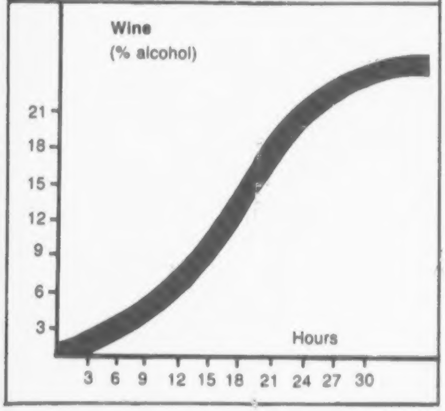
fore requires that we know a little about the trend's history, its momentum, and the terrain within which it operates.

For example, without the benefit of historical knowledge, a new parent can easily speculate that his newborn baby will reach the height of 70 feet by the time the child is 14 or 15 years old based on the tremendous rate of growth that occurs in the baby's first year. Likewise, without a knowledge of context, similar mistakes can be made. Take, for instance, the fermentation of wine. Were the yeast cells on the skins of the grapes to have an environment of pure sugar, they would produce a wine of nearly pure alcohol. But the sugar in grapes is limited, and wines rarely exceed 14% alcohol.





In both the historical example of the child's rate of growth and the contextual example of the fermentation of wine, the futurist is faced with a rapidly growing trend that then tapers off. These trends are the familiar S-shaped curves that are so common in trend analysis. Futurists must also learn whether a trend is cyclical—part of a recurring pat-

SURVEY HIGHLIGHT

Where the money's going: 1988 average household EBI by state

Rank	State	1988 Average Household EBI	% Increase 1983–88
1.	Alaska	$52,612	42.6%
2.	Connecticut	51,969	49.5
3.	District of Columbia	49,695	53.6
4.	New Jersey	48,461	48.4
5.	Hawaii	46,872	45.0
6.	Maryland	45,502	47.4
7.	Delaware	45,019	52.3
8.	California	43,882	44.9
9.	Illinois	43,348	48.9
10.	Massachusetts	43,195	47.5
11.	Wyoming	42,541	47.0
12.	New York	42,494	44.1
13.	Virginia	42,102	49.7
14.	Michigan	41,959	49.7
15.	Minnesota	41,376	50.7
16.	New Hampshire	41,358	50.6
17.	Colorado	41,355	47.2
18.	North Dakota	40,697	45.7
19.	Rhode Island	40,629	51.7
20.	Nevada	40,348	48.8
21.	Kansas	40,119	46.9
22.	Washington	40,072	47.5
23.	Wisconsin	39,911	49.1
24.	Texas	39,724	44.1
25.	Pennsylvania	39,272	47.6
26.	Ohio	38,800	49.8
27.	Nebraska	38,486	47.8
28.	Indiana	38,130	50.9
29.	Utah	37,802	48.3
30.	Iowa	37,750	48.6
31.	Florida	37,720	48.1
32.	Louisiana	37,233	48.2
33.	Missouri	37,207	48.6
34.	Georgia	37,200	49.0
35.	Oklahoma	36,593	44.3
36.	Tennessee	36,155	52.7
37.	Oregon	35,991	52.3
38.	Vermont	35,688	49.1
39.	South Dakota	35,259	48.3
40.	Arizona	35,077	44.9
41.	Idaho	34,896	49.0
42.	Maine	34,701	51.0
43.	Kentucky	34,693	52.5
44.	New Mexico	34,555	45.1
45.	North Carolina	34,477	49.3
46.	Montana	34,299	48.4
47.	South Carolina	33,321	48.5
48.	Alabama	33,247	49.3
49.	West Virginia	32,822	51.8
50.	Mississippi	31,911	51.7
51.	Arkansas	30,586	49.4
	U.S. total	**$40,109**	**47.6%**

Source: *Sales & Marketing Management's 1984 Survey of Buying Power—Part II.*

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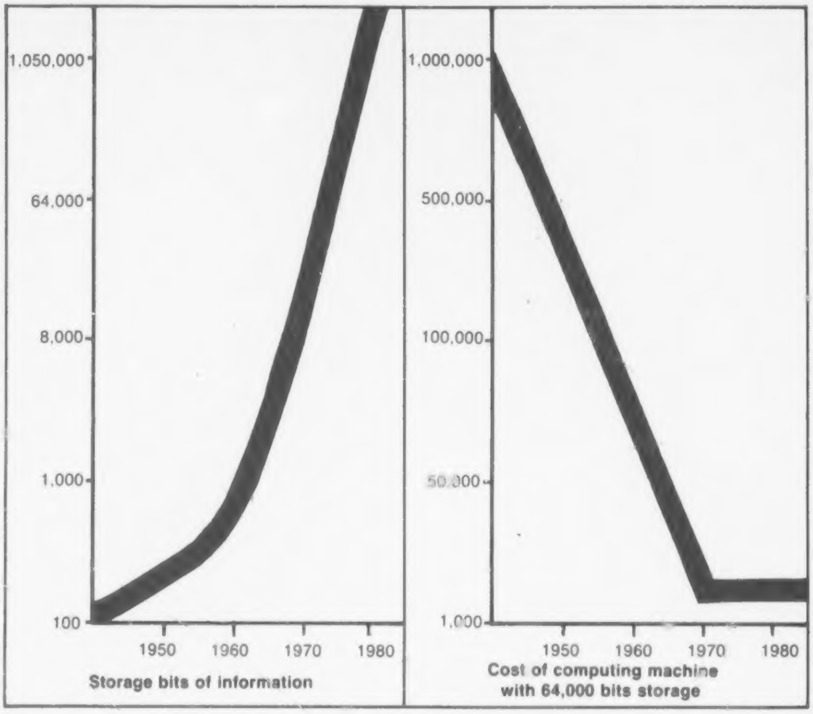
tern—or linear—growing or declining at a more or less steady rate limited by its history or context. If a futurist mistakes a linear trend for a cyclical trend, his analysis will be way off. For example, a futurist who believes fall to be a linear event, on the basis of his September observations, will easily predict that by April or May all life will cease to exist. He can make this prediction based on his observations of cooling trends and on the increased dormancy of plant life. He might even draw up a scenario that shows how the food supplies will be exhausted by January, all the water turned to ice by February, and the average temperature 200° below zero by April. Knowledge that seasons are cyclical would greatly enhance this prediction's reliability.

The momentum of a trend often reflects itself in the history of the events under study. If we look at the history of the computer industry, we can only surmise that the de-



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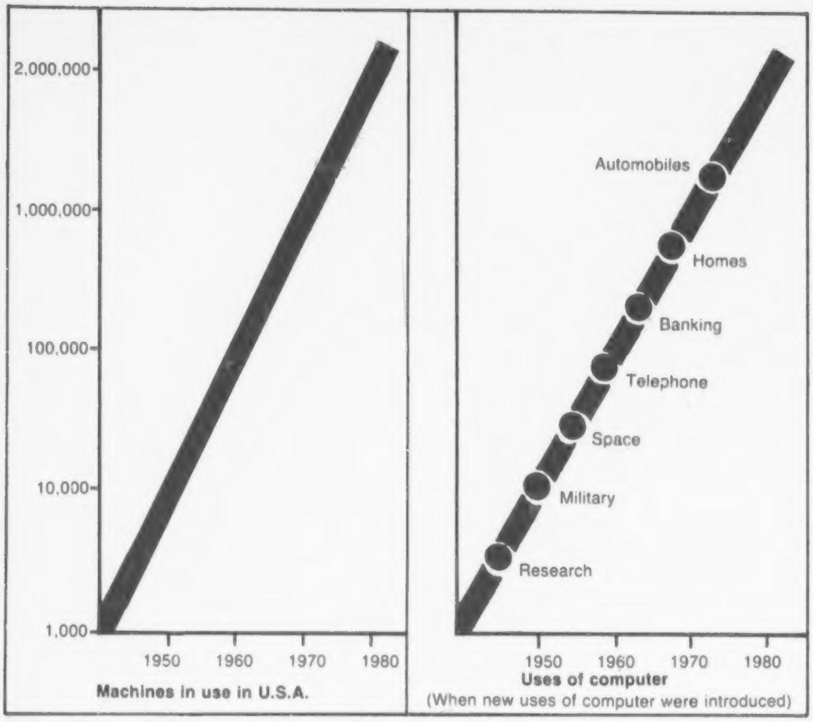


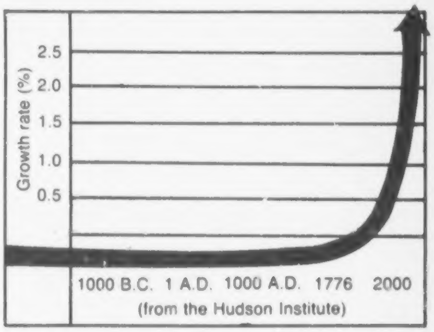
Machines in use in U.S.A.

Uses of computer
(When new uses of computer were introduced)

mand for its products and its program of research has a tremendous momentum.

Let's look at some other trends to get a better understanding of what they can and cannot do.

Over the last few years there has been considerable debate on the trend in population growth and its effect on life on this planet. Generally, the trend in population is drawn like this:



(from the Hudson Institute)

This tremendous increase in the population's rate of growth tells us

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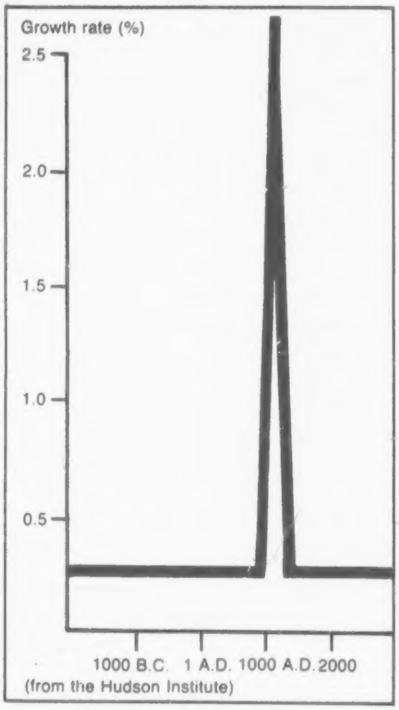
that the population will double every 35 years and that by the beginning of the next century, at the earliest, and the late part of the next century, at the latest, we will reach the maximum population level that the earth can support.

But this is only one interpretation of the trend data on the previous chart. Herman Kahn, of the Hudson's Institute, suggests that the tremendous increase in population percentage growth is really just a short-term phenomena, and will be abruptly ended by other trends in the growth of production, prosperity, and wealth in the developing nations. He uses these other trends to project a future that looks like this:



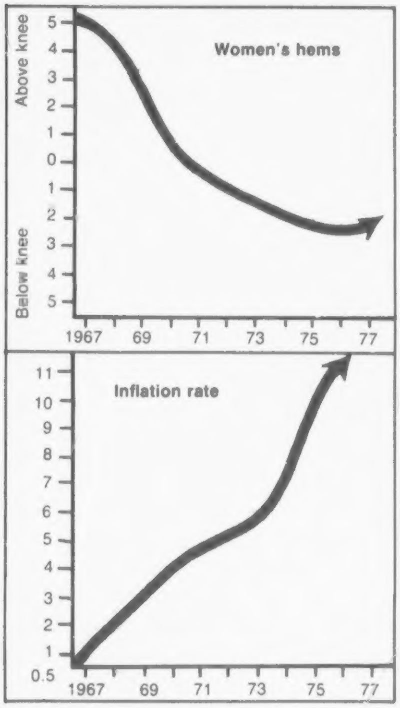
(from the Hudson Institute)

If Kahn is right, we have nothing to fear. If he is wrong, as many of his critics believe, then we are in trouble. But how do we know?

We can only rely upon our judgement. Kahn takes a longer-range view of population growth than many other futurists. He bases his estimates of growth on other trends, such as medical advances, sanitation, etc. He also looks at growth within the context of a world that is growing more prosperous, albeit slowly, and the historical example of Western countries where their birthrate declined and wealth grew.

Another use of trend analysis is to compare the way two or more trends interact.

Although Kahn's projections and analysis of trends in population may be correct, we do not know for sure that they are. Certainly, many factors identifying the reasons for a decline in the rate of population growth do exist. And it is true that history is on his side of the argument. But that still leaves us in the position of requiring an increase in prosperity in the developing world to slow down the rate of population growth. How do we do that? It is a long and complicated matter, but it involves not forecasting but futurcasting—creating an alternative to what might otherwise exist.



Although these two trends seem interrelated because they rise and fall at more or less the same rate, it is not safe to assume that there is really a *correlation*, that is, that the level of inflation is influenced by the height of the hem.

Even though this is a rather obvious example of two trends which may appear to be related but in actuality are not, there are many examples of one trend influencing another. Once again, finding out whether a trend influences another trend is a matter not of statistics but of understanding the way the vari-

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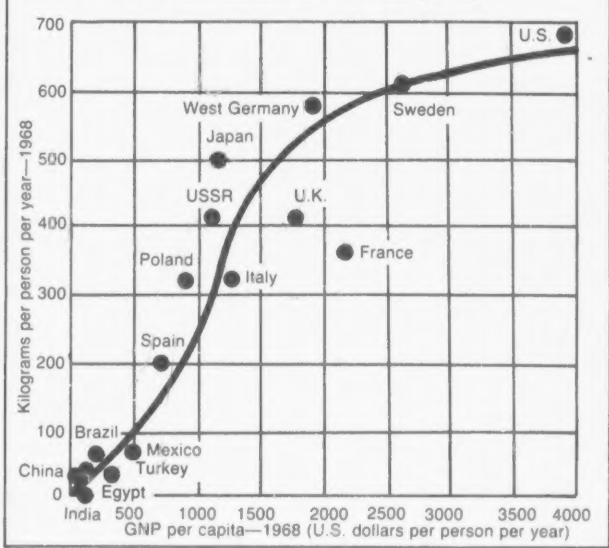
ous systems, subsystems, and processes interact.

In the following example, the authors of *The Limits to Growth* argue that steel output is directly related to gross national product (GNP) per person (below, left).

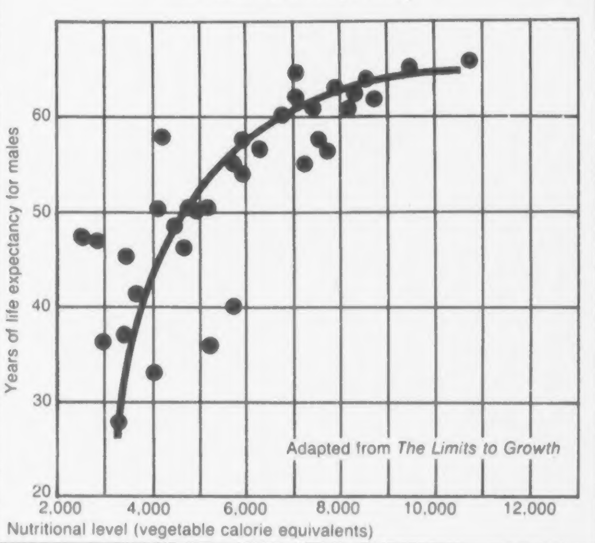
In the next example, the authors believe there is to be a correlation between nutrition and life expectancy, as illustrated in the table below, right.

When trends correlate so that one trend predicts the outcome of another, futurists call the dominant trend an "indicator" because by following the way it changes, it indicates the future behavior of the secondary trend. In the example below, the number of calories in the diet of a person (or in the national diet of a

World steel consumption and GNP per capita



Nutrition and life expectancy



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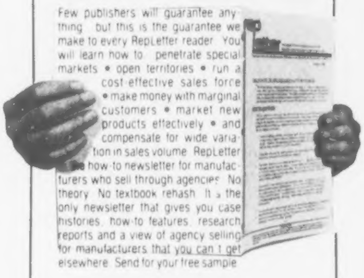

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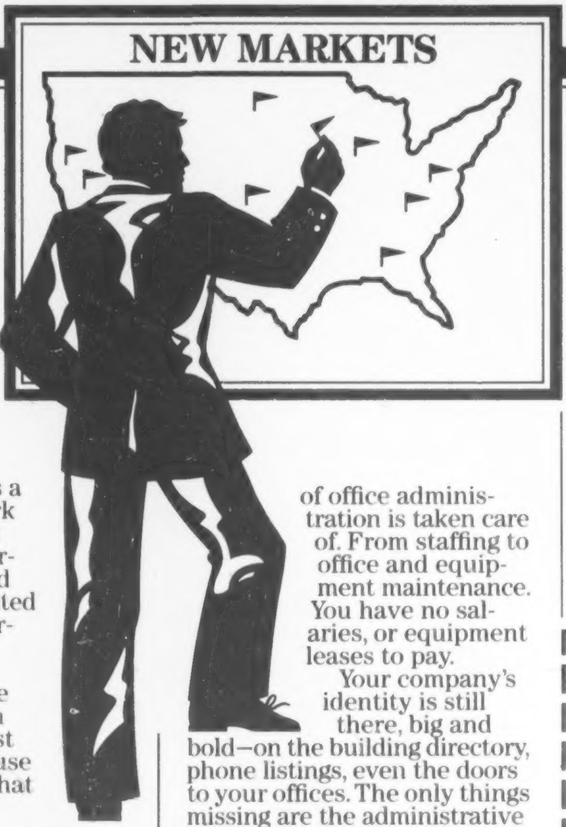

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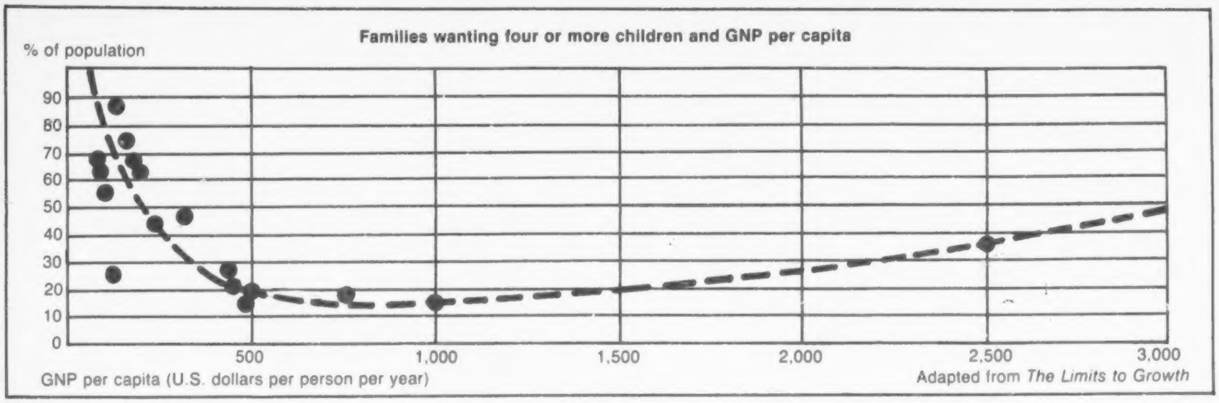

Adapted from *The Limits to Growth*

nation) predicts the life span. Therefore, the number of calories is an indicator of life span. In the example above, which is the indicator? Which trend is the secondary trend?

As you probably realized, the indicator of family size is GNP per person, not the other way around. Knowing about which trend influences which secondary trend is of important use in planning and futurcasting. To properly assess which trends are the indicators and which are secondary trends requires learning about the context. For example, in the stock market the value of the dollar against other currencies is generally considered to be an indicator of the value of stocks on the stock market. Why is this? Analysts say that the value of the dollar reflects investor confidence in the American system. But is this true? Most people think so, yet since this relationship has long ago become common knowledge, the price of the dollar as an indicator of stock market prices may continue—but for other reasons. Since most investors know about this relationship, when the dollar sinks in value they may react, whether or not they still have confidence, so that changes in the value of the dollar become a self-fulfilling prophecy. What this shows is that often it is not as important to know *why* a relationship occurs but rather that it *does* occur. What does all this mean? Simply that the real context of a trend is another trend. In other words, we do not exist within a static world but within one that is interactive and dynamic. Prices of one commodity affect another commodity. The number of people affect the cost of housing. One trend exists within many others . . . and the task of the futurcaster is to isolate the impor-

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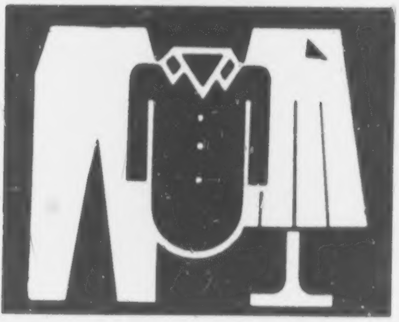
Section B

S&MM's

MERCHANDISE LINE SALES



Guide to using S&MM's METRO AREA MERCHANDISE LINE SALES

Merchandise Line Sales data pertain to the total sales of a product category by the various retail-store types handling that category in the market. That is, if the dollar sales of "groceries and other foods" in food stores, restaurants, department-store lunch counters, snack bars, vending machines, etc., are aggregated, the result would be the merchandise line sales for that category. Hence, merchandise line sales should not be confused with retail store sales, which pertain to the business volume of a type of retail outlet, such as a food store. A food store, of course, sells many more types of merchandise than just food products. Updated from the 1977 Census of Retail Trade, the merchandise line sales data shown in this section refer to seven broad product groups, such as groceries and other food products, footwear, and major household appliances. Merchandise line totals give a more realistic estimate of a particular product's market potential than is provided by the store-type sales associated with the product.

To enchance the usefulness of the merchandise line totals, the Summary of Merchandise Line Sales by Region and State shows for each product category the dollar sales accounted for by a leading store type associated with the product classification. That makes the data helpful in analyzing distribution channels in the market. The dominant store types, and their related merchandise line category, shown in the state and regional summary table are: food stores for groceries and other foods; drugstores for health and beauty aids; apparel stores for women's and girls' clothing; department stores for men's and boys' clothing; apparel stores for footwear; furniture/home furnishings/appliance stores for major household appliances; and furniture/home furnishings/appliance stores for furniture and sleep equipment.

Groceries and other foods includes meat, fish, and poultry; produce; frozen foods; dairy products; bakery products (except frozen); delicatessen items; and all other foods.
(Note: Meals, snacks, alcoholic beverages, packaged alcoholic beverages, and tobacco products are not included.)

Health and beauty aids includes health aids, cosmetics, and other hygiene needs.

Women's and girls' clothing includes infants' and toddlers' apparel and accessories; girls' and subteen clothing and accessories, women's, misses', and juniors' furs and fur garments; women's, misses', and juniors' dresses; women's, misses', and juniors' dressy and tailored coats and suits; women's, misses', and juniors' casual and utility coats, jackets, and rainwear; women's, misses', and juniors' separates and coordinates; women's, misses', and juniors' active sportswear; women's hosiery; women's bras, girdles, and foundations; women's, misses', and juniors' lingerie, sleepwear, and loungewear; women's handbags and small leather goods; women's hats, hairpieces, and trimmings; and women's accessories.

Men's and boys' clothing includes boys', young men's, and students' clothing and accessories; men's overcoats, topcoats, rainwear, and outerwear; men's suits, sports coats, formal wear, and tailored slacks; men's jeans and casual slacks, career apparel, and work clothes; men's shirts, novelty shirts, and sweaters; men's hosiery, pajamas, robes, and underwear; men's sportswear; and other men's accessories.

Footwear includes men's and boys' footwear; women's and girls' footwear; children's footwear; and footwear accessories. (Note: infants' and toddlers' footwear are not included.)

Major household appliances includes such items as kitchen appliances, laundry appliances, and other major household appliances.

Furniture and sleep equipment includes living room, dining room, and bedroom furniture; sleep furniture and equipment; and all other furniture including outdoor, kitchen, and office furniture.

SUMMARY OF MERCHANDISE LINE SALES BY REGION AND STATE

S&MM ESTIMATES

RETAIL SALES BY MERCHANDISE LINE—1983

REGION State	Groceries & Other Foods		Health & Beauty Aids		Women's & Girls' Clothing		Men's & Boys' Clothing		Footwear		Major Household Appliances		Furniture & Sleep Equipment	
	In All Stores ($000)	In Food Stores ($000)	In All Stores ($000)	In Drug-stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In All Stores ($000)	In Dept. Stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In All Stores ($000)	In FHA Stores ($000)	In All Stores ($000)	In FHA Stores ($000)
NEW ENGLAND	**15,778,395**	**15,340,219**	**1,213,180**	**522,286**	**4,228,642**	**2,173,755**	**2,558,600**	**1,017,319**	**1,322,700**	**735,463**	**963,748**	**379,934**	**1,402,499**	**1,032,899**
Connecticut	3,929,796	3,831,656	261,505	113,700	1,085,106	556,992	632,132	266,319	263,669	178,264	212,209	117,749	344,704	275,622
Maine	1,332,013	1,281,190	81,564	35,490	285,351	131,121	253,106	71,229	89,521	54,450	72,273	33,242	88,913	72,699
Massachusetts	7,493,612	7,317,954	676,448	286,426	2,180,719	1,135,995	1,247,982	519,032	774,969	384,970	511,162	148,853	743,279	504,510
New Hampshire	1,348,678	1,315,474	91,191	38,382	272,743	126,675	179,992	66,079	83,665	45,878	80,776	36,751	110,485	85,433
Rhode Island	1,064,771	1,015,829	64,071	34,928	278,039	147,067	163,647	71,014	68,422	44,072	49,692	25,956	71,144	57,917
Vermont	609,525	578,116	38,401	13,360	126,684	75,905	81,741	23,646	42,434	27,829	37,636	17,383	43,974	36,718
MIDDLE ATLANTIC	**41,335,121**	**39,921,398**	**2,719,906**	**1,035,686**	**9,550,391**	**4,259,653**	**5,652,436**	**2,566,312**	**2,687,042**	**1,760,997**	**1,956,806**	**1,000,417**	**3,568,219**	**2,764,625**
New Jersey	9,662,467	9,335,567	629,593	183,834	2,092,894	970,751	1,239,953	567,058	555,550	383,467	441,846	227,919	891,203	690,282
New York	19,687,576	19,065,147	1,332,440	556,577	4,633,932	2,152,823	2,684,362	1,173,540	1,341,332	930,222	848,267	441,405	1,674,455	1,338,036
Pennsylvania	11,985,078	11,520,684	757,873	295,275	2,823,565	1,136,079	1,728,121	825,714	790,160	447,308	666,693	331,093	1,002,561	736,307
EAST NORTH CENTRAL	**41,669,786**	**39,500,827**	**3,424,736**	**1,446,072**	**9,725,809**	**4,164,941**	**6,327,378**	**3,132,749**	**2,748,625**	**1,598,270**	**2,499,515**	**1,106,198**	**3,803,447**	**2,806,750**
Illinois	11,575,511	11,066,463	992,714	376,161	3,285,370	1,530,933	1,965,986	857,683	912,815	560,319	716,556	293,150	1,213,879	886,607
Indiana	5,449,618	5,276,148	389,110	129,218	1,256,531	467,404	752,004	390,348	330,418	185,770	330,635	127,293	455,694	335,334
Michigan	8,891,737	8,145,254	887,036	446,053	2,094,444	1,026,001	1,543,436	773,521	609,686	374,026	554,421	263,827	807,987	599,542
Ohio	11,210,644	10,831,515	819,172	366,816	2,290,395	823,211	1,508,702	831,278	653,890	352,229	617,612	298,561	961,988	705,180
Wisconsin	4,542,276	4,181,447	336,704	127,824	799,069	317,392	557,250	279,919	236,816	125,926	280,291	123,367	363,899	280,087
WEST NORTH CENTRAL	**18,416,490**	**17,523,477**	**1,332,432**	**397,428**	**3,827,830**	**1,710,903**	**2,556,468**	**1,056,300**	**1,112,598**	**663,220**	**1,148,730**	**423,332**	**1,473,817**	**1,037,866**
Iowa	2,957,914	2,864,745	208,758	71,578	575,740	234,817	419,164	179,849	165,477	99,717	203,420	78,921	235,081	174,217
Kansas	2,295,782	2,199,337	181,323	41,766	506,054	253,159	348,065	138,671	154,593	97,066	176,891	69,790	218,378	159,483
Minnesota	4,593,131	4,246,789	313,681	115,237	1,007,929	429,795	633,687	244,455	258,439	148,959	244,961	80,027	371,957	239,152
Missouri	5,638,972	5,418,548	426,359	101,515	1,144,117	493,771	720,372	345,861	349,441	201,998	326,599	117,332	397,920	2[illegible],277
Nebraska	1,716,611	1,626,333	113,846	31,195	318,814	142,234	221,723	88,007	97,885	61,227	107,518	46,523	149,470	12[illegible],853
North Dakota	549,267	532,181	42,987	17,087	151,069	86,794	116,101	31,959	43,515	28,018	43,518	15,516	52,250	38,598
South Dakota	664,813	635,544	45,478	19,050	124,107	70,333	97,356	27,498	43,248	26,235	45,823	15,223	48,761	36,348
SOUTH ATLANTIC	**37,601,501**	**36,030,304**	**3,401,171**	**1,415,582**	**9,056,262**	**4,105,725**	**5,449,493**	**2,563,227**	**2,719,350**	**1,589,750**	**2,530,915**	**1,026,164**	**4,388,984**	**3,485,231**
Delaware	669,293	649,313	45,916	23,885	165,674	66,032	99,029	58,942	41,858	22,206	40,207	17,364	67,285	51,426
District of Columbia	545,988	515,755	72,930	57,977	162,246	106,477	92,664	24,625	53,288	43,329	23,500	10,870	66,421	54,331
Florida	9,990,963	9,576,408	898,654	287,893	2,712,832	1,347,493	1,573,742	800,521	768,763	488,517	770,251	344,322	1,498,887	1,182,725
Georgia	5,071,904	4,850,322	545,042	201,865	1,205,620	509,121	745,383	330,424	358,274	199,964	315,340	101,364	513,083	400,935
Maryland	5,171,558	4,967,801	367,226	225,234	1,152,863	468,096	681,625	335,518	318,625	201,726	250,561	96,327	481,473	342,452
North Carolina	5,442,801	5,183,065	474,344	165,462	1,246,203	586,417	770,419	332,589	391,251	226,934	425,133	187,422	692,813	600,305
South Carolina	2,650,368	2,556,302	306,476	127,151	622,917	340,924	412,186	160,736	202,750	121,920	186,392	72,299	280,017	243,240
Virginia	5,866,744	5,609,175	528,821	275,802	1,370,640	536,344	788,476	371,691	448,414	220,492	360,947	134,272	610,472	477,414
West Virginia	2,191,882	2,122,163	161,762	50,313	417,267	144,821	285,969	148,181	136,127	64,662	158,584	61,924	178,533	132,403
EAST SOUTH CENTRAL	**14,842,777**	**14,387,546**	**1,137,727**	**361,761**	**3,174,014**	**1,344,072**	**2,012,040**	**946,793**	**907,577**	**478,934**	**1,021,227**	**385,011**	**1,361,948**	**1,089,018**
Alabama	3,680,292	3,542,166	293,752	113,951	866,486	437,333	543,294	228,384	249,462	150,385	259,381	81,539	368,216	300,654
Kentucky	4,080,026	3,964,022	305,903	104,722	770,133	299,018	495,160	235,578	218,702	114,961	266,401	128,721	335,974	270,101
Mississippi	2,488,774	2,428,224	180,416	47,829	470,819	216,261	275,823	109,334	134,527	71,604	152,877	48,696	182,803	145,873
Tennessee	4,593,685	4,453,134	357,656	95,259	1,066,576	391,460	697,763	373,497	304,886	141,984	342,568	126,055	474,955	372,390
WEST SOUTH CENTRAL	**26,841,389**	**25,677,863**	**2,164,937**	**467,623**	**6,428,146**	**3,350,198**	**3,910,177**	**1,474,277**	**2,031,374**	**1,282,116**	**1,946,923**	**747,361**	**2,948,085**	**2,326,151**
Arkansas	2,252,957	2,179,747	181,154	38,896	475,521	244,592	292,716	110,550	159,353	94,082	137,961	49,481	211,948	162,445
Louisiana	4,306,318	4,157,214	322,210	67,220	921,348	456,112	573,989	237,351	283,759	171,513	301,788	126,048	450,888	366,467
Oklahoma	3,197,580	3,060,173	262,303	50,104	729,167	446,622	447,984	124,141	244,282	163,174	222,979	86,818	360,488	301,068
Texas	17,064,534	16,280,729	1,399,270	311,403	4,302,110	2,202,872	2,595,488	1,002,235	1,343,980	853,347	1,254,195	485,014	1,924,761	1,496,171
MOUNTAIN	**12,974,462**	**12,421,592**	**898,494**	**252,5[illegible]**	**2,611,588**	**1,217,719**	**1,815,664**	**760,123**	**845,325**	**503,615**	**882,212**	**415,815**	**1,375,465**	**1,090,726**
Arizona	2,827,050	2,679,977	[illegible]52,243	66,173	592,355	210,231	330,721	164,241	165,297	93,494	166,902	72,689	325,894	261,881
Colorado	3,641,452	3,541,651	[illegible]0,888	50,009	675,558	343,104	494,801	216,003	231,153	139,390	232,165	113,167	382,502	295,455
Idaho	1,050,890	1,015,151	[illegible]7,884	18,696	181,778	97,899	140,607	45,012	58,276	35,625	85,548	50,994	94,565	79,854
Montana	963,508	930,920	[illegible]7,300	25,441	180,269	93,459	144,781	44,863	61,124	38,912	75,358	39,587	90,268	72,974
Nevada	908,189	856,982	[illegible]2,241	38,950	268,698	123,157	175,799	76,031	79,074	46,368	81,738	24,643	128,756	94,831
New Mexico	1,505,298	1,423,620	[illegible]3,534	26,019	273,537	148,787	195,971	71,405	100,959	66,092	90,548	37,720	130,929	105,219
Utah	1,443,213	1,376,265	[illegible]9,971	21,161	341,039	139,527	247,851	128,102	115,450	59,271	111,904	58,387	174,786	141,088
Wyoming	634,862	597,026	34,433	12,141	98,354	61,555	85,133	14,466	33,992	24,463	38,049	18,628	47,765	39,424
PACIFIC	**40,143,429**	**36,945,067**	**3,074,393**	**1,032,787**	**8,899,139**	**3,974,544**	**5,460,857**	**2,458,960**	**2,651,806**	**1,633,477**	**2,260,251**	**825,461**	**3,713,996**	**2,612,699**
Alaska	653,986	615,433	79,641	2[illegible]56	120,213	54,229	87,943	27,876	41,337	22,527	34,276	9,827	43,389	26,055
California	30,607,628	28,175,254	2,317,076	735,3[illegible]9	6,692,008	2,928,502	4,027,277	1,877,212	1,967,250	1,229,680	1,673,618	585,081	2,919,430	2,062,242
Hawaii	1,090,525	948,468	122,499	48,636	362,115	193,273	216,652	74,840	100,306	53,315	48,927	15,519	72,644	41,945
Oregon	2,866,433	2,523,742	212,429	68,954	692,429	302,394	452,526	200,699	223,270	131,640	222,285	103,857	273,150	197,130
Washington	4,924,857	4,682,170	342,748	153,922	1,032,374	496,146	676,459	278,333	319,643	196,315	281,145	111,177	405,383	285,327
TOTAL UNITED STATES	**249,603,350**	**237,748,293**	**19,366,976**	**6,937,815**	**57,501,821**	**26,301,510**	**35,743,113**	**15,976,060**	**17,026,397**	**10,245,842**	**15,210,327**	**6,309,693**	**24,036,460**	**18,245,965**

S&MM METRO MARKET RANKING

GROCERY & OTHER FOOD SALES

Area	($000)	Rank
Los Angeles - Long Beach, Cal.	8,854,530	1
New York, N.Y.	8,178,798	2
Chicago, Ill.	6,327,417	3
Philadelphia, Pa.	4,994,753	4
Detroit, Mich.	4,764,236	5
Boston - Lawrence - Salem - Lowell - Brockton, Mass.	4,618,787	6
Washington, D.C.	4,175,944	7
Houston, Tex.	3,722,274	8
Nassau - Suffolk, N.Y.	3,500,800	9
Minneapolis - St. Paul, Minn.	2,786,109	10
Anaheim - Santa Ana, Cal.	2,567,924	11
Dallas, Tex.	2,565,778	12
Baltimore, Md.	2,488,086	13
San Diego, Cal.	2,360,070	14
Newark, N.J.	2,328,675	15
St. Louis, Mo.	2,258,586	16
Oakland, Cal.	2,246,577	17
San Francisco, Cal.	2,225,588	18
Cleveland, Ohio	2,205,831	19
Atlanta, Ga.	2,196,902	20
Pittsburgh, Pa.	2,192,495	21
Seattle, Wash.	2,131,852	22
Denver, Colo.	1,932,118	23
San Jose, Cal.	1,922,606	24
Riverside - San Bernardino, Cal.	1,878,402	25
Tampa - St. Petersburg - Clearwater, Fla.	1,875,380	26
Bergen - Passaic, N.J.	1,869,619	27
Kansas City, Mo.-Kans.	1,687,100	28
Miami - Hialeah, Fla.	1,623,031	29
Phoenix, Ariz.	1,622,529	30
Sacramento, Cal.	1,569,470	31
Cincinnati, Ohio	1,487,028	32
Milwaukee, Wisc.	1,478,002	33
New Orleans, La.	1,412,939	34
Hartford - New Britain - Middletown - Bristol, Conn.	1,328,320	35
Indianapolis, Ind.	1,239,263	36
Rochester, N.Y.	1,238,940	37
Buffalo, N.Y.	1,232,857	38
Columbus, Ohio	1,212,803	39
Monmouth - Ocean, N.J.	1,201,455	40
Middlesex - Somerset - Hunterdon, N.J.	1,190,038	41
Portland, Ore.	1,148,387	42
Norfolk - Virginia Beach - Newport News, Va.	1,130,455	43
Louisville, Ky.	1,126,978	44
San Antonio, Tex.	1,107,435	45
Fort Worth - Arlington, Tex.	1,082,602	46
Bridgeport - Stamford - Norwalk - Danbury, Conn.	1,064,031	47
Albany - Schenectady - Troy, N.Y.	1,030,719	48
Memphis, Tenn.	1,013,305	49
Charlotte - Gastonia - Rock Hill, N.C.-S.C.	994,222	50
Total Top 50	**118,392,046**	
Fort Lauderdale - Hollywood - Pompano Beach, Fla.	987,701	51
Providence - Pawtucket - Woonsocket, R.I.	983,763	52
New Haven - Waterbury - Meriden, Conn.	953,707	53
Dayton - Springfield, Ohio	947,253	54
Nashville, Tenn.	940,876	55
Salt Lake City - Ogden, Utah	916,926	56
Oklahoma City, Okla.	908,351	57
Richmond - Petersburg, Va.	895,132	58
Springfield, Mass.	891,152	59
Syracuse, N.Y.	883,126	60
Birmingham, Ala.	882,928	61
Greensboro - Winston-Salem - High Point, N.C.	832,105	62
Honolulu, Haw.	797,743	63
Akron, Ohio	779,150	64
Scranton - Wilkes-Barre, Pa.	776,558	65
Worcester - Fitchburg - Leominster, Mass.	758,762	66
Orlando, Fla.	753,562	67
Oxnard - Ventura, Cal.	740,831	68
Harrisburg - Lebanon - Carlisle, Pa.	720,908	69
Gary - Hammond, Ind.	720,613	70
Allentown - Bethlehem, Pa.	717,421	71
Tulsa, Okla.	708,036	72
Toledo, Ohio	705,291	73
Omaha, Neb.	694,287	74
Fresno, Cal.	676,905	75
Jacksonville, Fla.	656,108	76
Austin, Tex.	652,695	77
Bakersfield, Cal.	624,595	78
West Palm Beach - Boca Raton - Delray Beach, Fla.	610,551	79
Jersey City, N.J.	597,211	80
New Bedford - Fall River - Attleboro, Mass.	584,426	81
Youngstown - Warren, Ohio	542,956	82
Raleigh - Durham, N.C.	541,013	83
Wilmington, Del.	535,847	84
Knoxville, Tenn.	535,399	85
Tucson, Ariz.	533,573	86
Baton Rouge, La.	515,257	87
Beaumont - Port Arthur, Tex.	505,177	88
Las Vegas, Nev.	503,899	89
Lake County, Ill.	493,906	90
Greenville - Spartanburg, S.C.	491,273	91
Canton, Ohio	489,636	92
Albuquerque, N.M.	483,598	93
Little Rock - North Little Rock, Ark.	474,898	94
Tacoma, Wash.	472,827	95
Atlantic City, N.J.	472,598	96
Des Moines, Iowa	467,798	97
Stockton, Cal.	465,781	98
Portsmouth - Dover - Rochester, N.H.	464,686	99
Chattanooga, Tenn.	463,743	100
Total Top 100	**152,144,584**	
Santa Rosa - Petaluma, Cal	459,292	101
Flint, Mich.	457,374	102
Johnson City - Kingsport - Bristol, Tenn.	448,163	103
Grand Rapids, Mich.	439,747	104
Trenton, N.J.	425,711	105
El Paso, Tex.	424,456	106
Vallejo - Fairfield - Napa, Cal.	421,717	107
Lansing - East Lansing, Mich.	415,610	108
Saginaw - Bay City - Midland, Mich.	414,331	109
Mobile, Ala.	406,090	110
Lexington-Fayette, Ky.	402,436	111
Wichita, Kans.	402,349	112
Lancaster, Pa.	400,466	113
Utica - Rome, N.Y.	399,407	114
Santa Barbara - Santa Maria - Lompoc, Cal.	382,088	115
York, Pa.	381,713	116
Spokane, Wash.	378,620	117
Peoria, Ill.	373,051	118
Davenport - Rock Island - Moline, Iowa-Ill.	360,397	119
Huntington - Ashland, W.Va.-Ky.	359,965	120
Columbia, S.C.	358,655	121
Jackson, Miss.	358,450	122
Orange County, N.Y.	358,091	123
Charleston, S.C.	356,312	124
Madison, Wisc.	353,102	125
Aurora - Elgin, Ill.	352,946	126
Manchester - Nashua, N.H.	347,651	127
Corpus Christi, Tex.	341,840	128
Fort Wayne, Ind.	328,590	129
Colorado Springs, Colo.	328,572	130
Reading, Pa.	326,548	131
Poughkeepsie, N.Y.	325,550	132
Modesto, Cal.	324,727	133
Salinas - Seaside - Monterey, Cal.	320,323	134
Charleston, W.Va.	319,577	135
Anchorage, Alas.	319,064	136
Visalia - Tulare - Porterville, Cal.	317,888	137
Portland, Me.	314,082	138
Shreveport, La.	314,010	139
Lakeland - Winter Haven, Fla.	309,636	140
Binghamton, N.Y.	304,447	141
Galveston - Texas City, Tex.	302,608	142
Alton - Granite City, Ill.	302,026	143
Augusta, Ga.	300,865	144
Eugene - Springfield, Ore.	297,562	145
Joliet, Ill.	296,266	146
Evansville, Ind.	295,113	147
McAllen - Edinburg - Mission, Tex.	287,060	148
New London - Norwich, Conn.	285,727	149
Hamilton - Middletown, Ohio	284,813	150
Total Top 150	**169,929,668**	
Santa Cruz, Cal.	282,116	151
Duluth, Minn.	274,678	152
Appleton - Oshkosh - Neenah, Wisc.	271,908	153
Lubbock, Tex.	271,448	154
Sarasota, Fla.	263,037	155
Reno, Nev.	262,931	156
Lorain - Elyria, Ohio	262,518	157
Rockford, Ill.	261,989	158
Melbourne - Titusville - Palm Bay, Fla.	258,544	159
Fort Myers - Cape Coral, Fla.	255,664	160
Johnstown, Pa.	254,240	161
Pensacola, Fla.	253,898	162
Daytona Beach, Fla.	252,625	163
South Bend - Mishawaka, Ind.	251,888	164
Montgomery, Ala.	251,664	165
Amarillo, Tex.	248,723	166
Pittsfield, Mass.	247,727	167
East St. Louis - Belleville, Ill.	245,798	168
Lake Charles, La.	245,648	169
Boulder - Longmont, Colo.	239,417	170
Macon - Warner Robins, Ga.	235,499	171
Longview - Marshall, Tex.	234,250	172
Niagara Falls, N.Y.	234,128	173
Brazoria, Tex.	233,608	174
Springfield, Mo.	231,810	175
Boise, Ida.	231,697	176
Springfield, Ill.	229,800	177
Roanoke, Va.	229,352	178
Waco, Tex.	222,911	179
Lincoln, Neb.	221,612	180
Erie, Pa.	221,396	181
Salem, Ore.	216,296	182
Vineland - Millville - Bridgeton, N.J.	215,573	183
Ann Arbor, Mich.	207,306	184
Wheeling, W.Va.	204,020	185
Savannah, Ga.	203,656	186
Tyler, Tex.	202,660	187
Richland - Kennewick - Pasco, Wash.	201,996	188
Biloxi - Gulfport, Miss.	201,899	189
Lafayette, La.	200,982	190
Brownsville - Harlingen, Tex	200,481	191
Houma - Thibodaux, La.	200,252	192
Provo - Orem, Utah	196,723	193
Beaver County, Pa.	196,338	194
Parkersburg - Marietta, W.Va.-Ohio	195,772	195
Vancouver, Wash.	191,762	196
Odessa, Tex.	188,511	197
Fort Smith, Ark.	186,763	198
Topeka, Kans.	186,757	199
Killeen - Temple, Tex.	186,380	200
Total Top 200	**181,396,319**	
Billings, Mont.	185,673	201
Green Bay, Wisc.	185,555	202
Chico, Cal.	184,049	203
Yakima, Wash.	183,732	204
Hickory, N.C.	181,060	205
Kalamazoo, Mich	178,830	206
Columbus, Ga	178,376	207
Bremerton, Wash.	177,527	208
Redding, Cal.	177,368	209
Fayetteville, N.C.	175,028	210
Bangor, Me	175,010	211
Cedar Rapids, Iowa	173,983	212
Champaign - Urbana - Rantoul, Ill.	172,918	213
Elkhart - Goshen, Ind.	171,559	214
Tallahassee, Fla.	171,386	215
Fort Collins - Loveland, Colo.	169,987	216
Medford, Ore.	169,909	217
Waterloo - Cedar Falls, Iowa	168,251	218
Fort Pierce, Fla.	166,804	219
Huntsville, Ala.	163,086	220
Gainesville, Fla.	162,860	221
Janesville - Beloit, Wisc.	161,720	222
Asheville, N.C.	159,184	223
Glens Falls, N.Y.	158,773	224
Steubenville - Weirton, Ohio-W.Va.	158,379	225
Benton Harbor, Mich.	156,435	226
Olympia, Wash.	156,189	227
Racine, Wisc.	155,420	228
Florence, Ala.	152,974	229
Altoona, Pa.	151,487	230
Lynchburg, Va.	148,196	231
Texarkana, Tex.-Ark.	148,131	232
Fargo - Moorhead, N.D.-Minn.	147,999	233
Joplin, Mo.	147,409	234
State College, Pa.	146,152	235
Lima, Ohio	143,883	236
Bradenton, Fla.	143,462	237
Sioux City, Iowa	139,327	238
Burlington, Vt.	138,441	239
Monroe, La.	137,186	240
Wichita Falls, Tex.	134,631	241
Pueblo, Colo.	133,826	242
Anderson, Ind.	133,691	243
Wilmington, N.C.	132,956	244
Casper, Wyo.	131,668	245
San Angelo, Tex.	131,467	246
Anderson, S.C.	130,377	247
Ocala, Fla.	129,885	248
Midland, Tex.	129,326	249
Terre Haute, Ind.	128,325	250
Total Top 250	**189,236,169**	
Pascagoula, Miss.	128,169	251
Naples, Fla.	128,147	252
Lewiston - Auburn, Me.	128,031	253
Williamsport, Pa.	127,638	254
Sharon, Pa.	124,869	255
Decatur, Ill.	122,057	256
Abilene, Tex.	121,311	257
Tuscaloosa, Ala.	120,839	258
Muncie, Ind.	120,698	259
Sioux Falls, S.D.	120,499	260
Charlottesville, Va.	119,804	261
St. Cloud, Minn.	119,502	262
Alexandria, La.	119,478	263
Santa Fe, N.M.	118,342	264
Danville, Va.	117,582	265
Mansfield, Ohio	116,861	266
Eau Claire, Wisc.	116,533	267
Dothan, Ala.	115,909	268
Columbia, Mo.	115,886	269
Lafayette, Ind.	115,003	270
Clarksville - Hopkinsville, Tenn.-Ky.	115,001	271
Yuba City, Cal.	114,839	272
Rochester, Minn.	114,269	273
Bloomington - Normal, Ill.	113,181	274
Bellingham, Wash.	112,977	275
Anniston, Ala.	112,452	276
Greeley, Colo.	112,386	277
Muskegon, Mich.	110,140	278
Kokomo, Ind.	109,237	279
Kenosha, Wisc.	108,412	280
Sheboygan, Wisc.	108,047	281
St. Joseph, Mo.	107,155	282
Wausau, Wisc.	106,194	283
Hagerstown, Md.	105,529	284
Sherman - Denison, Tex.	105,424	285
Jackson, Mich.	105,050	286
Elmira, N.Y.	104,511	287
Athens, Ga.	103,604	288
Kankakee, Ill	102,281	289
Laredo, Tex.	100,685	290
Lawton, Okla.	98,825	291
Burlington, N.C.	98,107	292
Fayetteville - Springdale, Ark.	98,049	293
Gadsden, Ala.	97,661	294
Owensboro, Ky.	97,435	295
Iowa City, Iowa	96,468	296
Cumberland, Md.	96,354	297
Fort Walton Beach, Fla.	96,133	298
Battle Creek, Mich.	95,442	299
Florence, S.C.	94,166	300
Dubuque, Iowa	93,058	301
Great Falls, Mont.	93,000	302
Las Cruces, N.M.	90,180	303
Bismarck, N.D.	88,495	304
Bryan - College Station, Tex.	86,133	305
Bloomington, Ind.	86,101	306
Victoria, Tex.	84,071	307
Albany, Ga.	83,520	308
Pine Bluff, Ark.	83,259	309
Panama City, Fla.	79,170	310
La Crosse, Wisc.	76,454	311
Enid, Okla.	72,493	312
Lawrence, Kans	55,887	313
Jacksonville, N.C.	53,402	314
Grand Forks, N.D.	41,548	315
Total Above Areas	**195,960,112**	
Percent of U.S.	**78.5086**	
U.S. Total	**249,603,350**	

S&MM METRO MARKET RANKING

HEALTH & BEAUTY AID SALES

Area	($000)	Rank
Los Angeles - Long Beach, Cal.	752,052	1
New York, N.Y.	596,028	2
Chicago, Ill.	588,682	3
Boston - Lawrence - Salem - Lowell - Brockton, Mass.	505,590	4
Washington, D.C.	489,652	5
Detroit, Mich.	487,728	6
Philadelphia, Pa.	327,013	7
Houston, Tex.	294,895	8
Atlanta, Ga.	274,329	9
Nassau - Suffolk, N.Y.	237,289	10
Anaheim - Santa Ana, Cal.	235,103	11
Dallas, Tex.	204,590	12
Minneapolis - St. Paul, Minn.	190,493	13
Miami - Hialeah, Fla.	187,048	14
San Diego, Cal.	186,065	15
Cleveland, Ohio	180,853	16
St. Louis, Mo.	167,106	17
Oakland, Cal.	160,254	18
Riverside - San Bernardino, Cal.	159,055	19
San Francisco, Cal.	154,605	20
Phoenix, Ariz.	153,546	21
Pittsburgh, Pa.	152,967	22
Seattle, Wash.	151,765	23
Newark, N.J.	146,631	24
San Jose, Cal.	138,040	25
Kansas City, Mo.-Kans.	137,122	26
Tampa - St. Petersburg - Clearwater, Fla.	135,951	27
Bergen - Passaic, N.J.	133,364	28
Milwaukee, Wisc.	124,644	29
San Antonio, Tex.	119,585	30
Fort Lauderdale - Hollywood - Pompano Beach, Fla.	113,658	31
Sacramento, Cal.	113,171	32
Cincinnati, Ohio	110,199	33
Fort Worth - Arlington, Tex.	108,406	34
Baltimore, Md.	108,090	35
New Orleans, La.	104,469	36
Denver, Colo.	104,416	37
Honolulu, Haw.	101,337	38
Portland, Ore.	97,213	39
Louisville, Ky.	95,141	40
Hartford - New Britain - Middletown - Bristol, Conn.	92,646	41
Charlotte - Gastonia - Rock Hill, N.C.-S.C.	90,994	42
Columbus, Ohio	90,311	43
Richmond - Petersburg, Va.	89,193	44
Indianapolis, Ind.	86,042	45
Oklahoma City, Okla.	85,023	46
Buffalo, N.Y.	82,308	47
Greensboro - Winston-Salem - High Point, N.C.	81,878	48
Nashville, Tenn.	81,207	49
Norfolk - Virginia Beach - Newport News, Va.	79,203	50
Total Top 50	**9,686,950**	
Middlesex - Somerset - Hunterdon, N.J.	77,907	51
Birmingham, Ala.	77,353	52
Bridgeport - Stamford - Norwalk - Danbury, Conn.	76,109	53
Monmouth - Ocean, N.J.	74,945	54
Dayton - Springfield, Ohio	72,183	55
Memphis, Tenn	70,742	56
Salt Lake City - Ogden, Utah	70,111	57
Tulsa, Okla.	68,589	58
Greenville - Spartanburg, S.C.	67,441	59
Flint, Mich	65,951	60
Rochester, N.Y.	64,650	61
Albany - Schenectady - Troy, N.Y.	64,525	62
Orlando, Fla.	63,889	63
West Palm Beach - Boca Raton - Delray Beach, Fla.	62,173	64
Tucson, Ariz.	60,913	65
New Haven - Waterbury - Meriden, Conn.	60,536	66
Jacksonville, Fla.	60,217	67
Austin, Tex.	59,992	68
Toledo, Ohio	59,779	69
Providence - Pawtucket - Woonsocket, R.I.	58,919	70
Worcester - Fitchburg - Leominster, Mass.	56,484	71
Akron, Ohio	55,349	72
Raleigh - Durham, N.C.	55,050	73
Gary - Hammond, Ind.	53,117	74
Grand Rapids, Mich.	52,591	75
Las Vegas, Nev.	50,737	76
Knoxville, Tenn.	49,562	77
Oxnard - Ventura, Cal.	48,156	78
Anchorage, Alas.	47,735	79
Omaha, Neb.	47,394	80
Baton Rouge, La.	46,953	81
Columbia, S.C.	46,083	82
Jersey City, N.J.	45,536	83
Lake County, Ill.	43,682	84
Scranton - Wilkes-Barre, Pa.	43,577	85
Allentown - Bethlehem, Pa.	42,789	86
Springfield, Mass.	42,706	87
Fresno, Cal.	42,603	88
Harrisburg - Lebanon - Carlisle, Pa.	42,438	89
El Paso, Tex.	41,997	90
Youngstown - Warren, Ohio	41,286	91
Little Rock - North Little Rock, Ark.	41,146	92
Wilmington, Del.	40,360	93
Syracuse, N.Y.	40,080	94
Mobile, Ala.	39,571	95
Canton, Ohio	38,953	96
Chattanooga, Tenn.	37,525	97
Portsmouth - Dover - Rochester, N.H.	37,364	98
Charleston, S.C.	37,251	99
Saginaw - Bay City - Midland, Mich.	36,602	100
Total Top 100	**12,368,551**	
Corpus Christi, Tex.	35,438	101
Spokane, Wash.	35,327	102
Reno, Nev.	34,641	103
Tacoma, Wash.	34,484	104
Des Moines, Iowa	33,937	105
Augusta, Ga.	33,531	106
New Bedford - Fall River - Attleboro, Mass.	33,318	107
Charleston, W.Va.	33,224	108
Beaumont - Port Arthur, Tex.	33,089	109
Davenport - Rock Island - Moline, Iowa-Ill.	32,919	110
Wichita, Kans.	32,288	111
Atlantic City, N.J.	32,128	112
Jackson, Miss.	32,105	113
Ann Arbor, Mich.	32,085	114
Albuquerque, N.M.	31,873	115
Lansing - East Lansing, Mich.	31,816	116
Bakersfield, Cal.	31,808	117
Lexington-Fayette, Ky.	31,371	118
Aurora - Elgin, Ill.	30,653	119
Johnson City - Kingsport - Bristol, Tenn.	30,000	120
Evansville, Ind.	29,919	121
Salinas - Seaside - Monterey, Cal.	29,520	122
Stockton, Cal.	28,037	123
Macon - Warner Robins, Ga.	27,679	124
Madison, Wisc.	27,193	125
Daytona Beach, Fla.	27,175	126
Binghamton, N.Y.	27,039	127
Shreveport, La.	26,818	128
Huntington - Ashland, W.Va.-Ky.	26,620	129
Springfield, Mo.	26,356	130
Peoria, Ill.	26,101	131
Manchester - Nashua, N.H.	25,592	132
Poughkeepsie, N.Y.	25,590	133
Modesto, Cal.	25,589	134
Lubbock, Tex.	25,414	135
Fort Wayne, Ind.	25,381	136
Trenton, N.J.	25,265	137
Montgomery, Ala.	24,905	138
Santa Rosa - Petaluma, Cal.	24,726	139
East St. Louis - Belleville, Ill.	24,405	140
Santa Barbara - Santa Maria - Lompoc, Cal.	24,268	141
McAllen - Edinburg - Mission, Tex.	24,094	142
Portland, Me.	23,772	143
Brownsville - Harlingen, Tex.	23,506	144
Rockford, Ill.	23,205	145
Joliet, Ill.	22,566	146
Pensacola, Fla.	22,520	147
Roanoke, Va.	22,280	148
Amarillo, Tex.	22,147	149
Waco, Tex.	21,894	150
Total Top 150	**13,784,162**	
York, Pa.	21,573	151
Melbourne - Titusville - Palm Bay, Fla.	21,551	152
Savannah, Ga.	21,529	153
Eugene - Springfield, Ore.	21,474	154
Reading, Pa.	21,352	155
Orange County, N.Y.	21,036	156
Lancaster, Pa.	20,954	157
Kalamazoo, Mich.	20,939	158
Lakeland - Winter Haven, Fla.	20,440	159
Vallejo - Fairfield - Napa, Cal.	20,257	160
Laredo, Tex.	19,982	161
Sarasota, Fla.	19,712	162
Appleton - Oshkosh - Neenah, Wisc.	19,571	163
Odessa, Tex.	19,558	164
Alton - Granite City, Ill.	19,532	165
Green Bay, Wisc.	19,310	166
Colorado Springs, Colo.	19,095	167
Boise, Ida.	19,013	168
Springfield, Ill.	18,753	169
Lorain - Elyria, Ohio	18,419	170
Lincoln, Neb.	18,258	171
Erie, Pa.	18,076	172
Santa Cruz, Cal.	17,937	173
Hamilton - Middletown, Ohio	17,928	174
Topeka, Kans.	17,681	175
Champaign - Urbana - Rantoul, Ill.	17,623	176
Fort Myers - Cape Coral, Fla.	17,594	177
Cedar Rapids, Iowa	17,529	178
Gainesville, Fla.	17,367	179
Visalia - Tulare - Porterville, Cal.	17,313	180
Richland - Kennewick - Pasco, Wash.	17,074	181
Huntsville, Ala.	16,934	182
Niagara Falls, N.Y.	16,671	183
Salem, Ore.	16,460	184
Fort Smith, Ark.	16,212	185
Columbus, Ga.	16,050	186
Utica - Rome, N.Y.	15,913	187
Houma - Thibodaux, La.	15,880	188
Biloxi - Gulfport, Miss.	15,853	189
Lafayette, La.	15,775	190
Fayetteville, N.C.	15,698	191
Joplin, Mo.	15,691	192
Hickory, N.C.	15,528	193
South Bend - Mishawaka, Ind.	15,308	194
Billings, Mont.	15,196	195
Asheville, N.C.	15,066	196
Tallahassee, Fla.	15,013	197
Anderson, S.C.	15,005	198
Duluth, Minn.	14,945	199
Abilene, Tex.	14,869	200
Total Top 200	**14,680,659**	
Parkersburg - Marietta, W.Va.-Ohio	14,774	201
Lake Charles, La.	14,685	202
Benton Harbor, Mich.	14,546	203
Janesville - Beloit, Wisc.	14,469	204
Terre Haute, Ind.	14,244	205
Alexandria, La.	14,223	206
Wheeling, W.Va.	14,149	207
Longview - Marshall, Tex.	13,796	208
Galveston - Texas City, Tex.	13,792	209
Bradenton, Fla.	13,736	210
Fayetteville - Springdale, Ark.	13,682	211
Rochester, Minn.	13,635	212
Vancouver, Wash.	13,623	213
New London - Norwich, Conn.	13,620	214
Provo - Orem, Utah	13,515	215
Beaver County, Pa.	13,444	216
Bremerton, Wash.	13,297	217
Yakima, Wash.	13,138	218
Decatur, Ill.	13,063	219
Waterloo - Cedar Falls, Iowa	13,002	220
Killeen - Temple, Tex.	12,698	221
Wilmington, N.C.	12,453	222
Lima, Ohio	12,438	223
Boulder - Longmont, Colo.	12,362	224
Athens, Ga.	12,359	225
Fargo - Moorhead, N.D.-Minn.	12,343	226
Redding, Cal.	12,220	227
Bloomington - Normal, Ill.	12,213	228
Fort Pierce, Fla.	12,067	229
Lynchburg, Va.	12,012	230
Elkhart - Goshen, Ind.	11,994	231
Tuscaloosa, Ala.	11,985	232
Florence, Ala.	11,919	233
San Angelo, Tex.	11,916	234
Brazoria, Tex.	11,848	235
Bangor, Me.	11,668	236
Pittsfield, Mass.	11,411	237
Texarkana, Tex.-Ark.	11,378	238
Midland, Tex.	11,363	239
Johnstown, Pa.	11,247	240
Lafayette, Ind.	11,201	241
La Crosse, Wisc.	11,025	242
Muncie, Ind.	10,985	243
Steubenville - Weirton, Ohio-W.Va.	10,577	244
Sioux Falls, S.D	10,414	245
Burlington, N.C.	10,362	246
Wichita Falls, Tex.	10,343	247
Battle Creek, Mich.	10,322	248
Burlington, Vt.	10,305	249
Pascagoula, Miss.	9,982	250
Total Top 250	**15,302,502**	
Florence, S.C.	9,929	251
Racine, Wisc.	9,909	252
Sioux City, Iowa	9,840	253
Jackson, Mich.	9,809	254
Charlottesville, Va.	9,705	255
Yuba City, Cal.	9,650	256
Vineland - Millville - Bridgeton, N.J.	9,646	257
Mansfield, Ohio	9,594	258
Glens Falls, N.Y.	9,476	259
Ocala, Fla.	9,470	260
Clarksville - Hopkinsville, Tenn.-Ky.	9,390	261
Tyler, Tex.	9,369	262
Chico, Cal.	9,308	263
Naples, Fla.	9,239	264
St. Cloud, Minn.	9,228	265
Medford, Ore.	9,191	266
Owensboro, Ky.	9,160	267
Santa Fe, N.M.	9,082	268
Monroe, La.	9,040	269
Muskegon, Mich.	8,952	270
Albany, Ga.	8,944	271
Hagerstown, Md.	8,721	272
Sheboygan, Wisc.	8,668	273
Kokomo, Ind.	8,654	274
Anniston, Ala.	8,646	275
Panama City, Fla.	8,619	276
Victoria, Tex.	8,528	277
Dothan, Ala.	8,524	278
Fort Walton Beach, Fla.	8,305	279
Altoona, Pa.	8,269	280
Anderson, Ind.	8,207	281
Danville, Va.	8,182	282
Enid, Okla.	8,170	283
Columbia, Mo.	7,999	284
Olympia, Wash.	7,959	285
Cumberland, Md.	7,855	286
Iowa City, Iowa	7,840	287
Bellingham, Wash.	7,657	288
Casper, Wyo.	7,632	289
Sharon, Pa.	7,518	290
Dubuque, Iowa	7,505	291
Bryan - College Station, Tex.	7,407	292
State College, Pa.	7,362	293
Wausau, Wisc.	7,283	294
Eau Claire, Wisc.	7,241	295
Bismarck, N.D.	7,163	296
Kenosha, Wisc.	7,077	297
Williamsport, Pa.	7,044	298
Sherman - Denison, Tex.	6,949	299
Bloomington, Ind.	6,866	300
Fort Collins - Loveland, Colo.	6,846	301
Kankakee, Ill.	6,734	302
Pueblo, Colo.	6,657	303
Gadsden, Ala.	6,613	304
Las Cruces, N.M.	6,169	305
Elmira, N.Y.	6,112	306
Great Falls, Mont.	6,111	307
St. Joseph, Mo.	5,822	308
Pine Bluff, Ark.	5,688	309
Lewiston - Auburn, Me.	5,550	310
Jacksonville, N.C.	5,454	311
Lawrence, Kans.	5,390	312
Lawton, Okla.	5,296	313
Greeley, Colo.	4,896	314
Grand Forks, N.D.	4,495	315
Total Above Areas	**15,816,116**	
Percent of U.S.	**81.6654**	
U.S. Total	**19,366,976**	

WOMEN'S & GIRLS' CLOTHING SALES

Area	($000)	Rank
New York, N.Y.	2,482,228	1
Los Angeles - Long Beach, Cal.	2,221,952	2
Chicago, Ill.	2,106,619	3
Boston - Lawrence - Salem - Lowell - Brockton, Mass.	1,544,674	4
Philadelphia, Pa.	1,281,907	5
Washington, D.C.	1,149,611	6
Detroit, Mich.	1,132,849	7
Houston, Tex.	1,087,563	8
Nassau - Suffolk, N.Y.	816,347	9
Dallas, Tex.	762,414	10
Anaheim - Santa Ana, Cal.	685,239	11
Minneapolis - St. Paul, Minn.	647,787	12
Atlanta, Ga.	644,779	13
San Francisco, Cal.	635,622	14
Miami - Hialeah, Fla.	613,098	15
Bergen - Passaic, N.J.	602,242	16
Pittsburgh, Pa.	586,051	17
Seattle, Wash.	534,800	18
San Diego, Cal.	525,850	19
St. Louis, Mo.	515,313	20
Baltimore, Md.	508,711	21
Cleveland, Ohio	499,949	22
Oakland, Cal.	491,795	23
Indianapolis, Ind.	463,109	24
San Jose, Cal.	455,510	25
Kansas City, Mo.-Kans.	441,186	26
Newark, N.J.	419,284	27
Denver, Colo.	415,218	28
Phoenix, Ariz.	403,059	29
Portland, Ore.	391,573	30
Tampa - St. Petersburg - Clearwater, Fla.	390,242	31
Hartford - New Britain - Middletown - Bristol, Conn.	365,149	32
Fort Worth - Arlington, Tex.	357,483	33
Fort Lauderdale - Hollywood - Pompano Beach, Fla.	355,083	34
Cincinnati, Ohio	349,697	35
Bridgeport - Stamford - Norwalk - Danbury, Conn.	344,967	36
New Orleans, La.	343,790	37
Milwaukee, Wisc.	340,144	38
Riverside - San Bernardino, Cal.	339,330	39
Norfolk - Virginia Beach - Newport News, Va.	318,614	40
Columbus, Ohio	311,406	41
San Antonio, Tex.	309,861	42
Sacramento, Cal.	299,508	43
Honolulu, Haw.	289,346	44
Oklahoma City, Okla.	273,625	45
Nashville, Tenn.	267,982	46
Middlesex - Somerset - Hunterdon, N.J.	265,778	47
Birmingham, Ala.	265,519	48
New Haven - Waterbury - Meriden, Conn.	258,829	49
Charlotte - Gastonia - Rock Hill, N.C.-S.C.	258,814	50
Total Top 50	**31,371,506**	
Providence - Pawtucket - Woonsocket, R.I.	258,318	51
Louisville, Ky.	257,496	52
Memphis, Tenn.	256,254	53
Buffalo, N.Y.	251,288	54
Salt Lake City - Ogden, Utah	248,759	55
Richmond - Petersburg, Va.	234,750	56
Greensboro - Winston-Salem - High Point, N.C.	232,140	57
West Palm Beach - Boca Raton - Delray Beach, Fla.	227,678	58
Dayton - Springfield, Ohio	225,431	59
Rochester, N.Y.	216,519	60
Tulsa, Okla.	205,692	61
Orlando, Fla.	187,746	62
Austin, Tex.	182,708	63
Monmouth - Ocean, N.J.	181,551	64
Jacksonville, Fla.	180,531	65
Springfield, Mass.	172,058	66
Las Vegas, Nev.	171,292	67
Worcester - Fitchburg - Leominster, Mass.	170,173	68
Albany - Schenectady - Troy, N.Y.	169,852	69
Raleigh - Durham, N.C.	168,667	70
Knoxville, Tenn.	156,951	71
New Bedford - Fall River - Attleboro, Mass.	155,183	72
Scranton - Wilkes-Barre, Pa.	154,780	73
Grand Rapids, Mich.	153,718	74
Toledo, Ohio	149,953	75
Akron, Ohio	146,087	76
Omaha, Neb.	143,357	77
Baton Rouge, La.	141,984	78
Harrisburg - Lebanon - Carlisle, Pa.	141,064	79
Little Rock - North Little Rock, Ark.	140,845	80
Lake County, Ill.	140,560	81
Allentown - Bethlehem, Pa.	137,143	82
Greenville - Spartanburg, S.C.	136,550	83
El Paso, Tex.	134,663	84
Youngstown - Warren, Ohio	134,185	85
Syracuse, N.Y.	133,204	86
Wilmington, Del.	133,108	87
Albuquerque, N.M.	128,840	88
Lexington-Fayette, Ky.	127,273	89
Gary - Hammond, Ind.	126,634	90
Aurora - Elgin, Ill.	125,390	91
Flint, Mich.	124,950	92
Tucson, Ariz.	115,352	93
Wichita, Kans.	114,818	94
Portland, Me.	114,766	95
Mobile, Ala.	114,701	96
Oxnard - Ventura, Cal.	114,210	97
Saginaw - Bay City - Midland, Mich.	112,343	98
Beaumont - Port Arthur, Tex.	110,823	99
Jackson, Miss.	110,733	100
Total Top 100	**39,544,577**	
Des Moines, Iowa	108,206	101
Fresno, Cal.	105,322	102
Columbia, S.C.	104,787	103
Chattanooga, Tenn.	104,566	104
Tacoma, Wash.	104,191	105
Davenport - Rock Island - Moline, Iowa-Ill.	101,832	106
Jersey City, N.J.	100,169	107
Spokane, Wash.	95,900	108
Trenton, N.J.	95,740	109
Lansing - East Lansing, Mich.	95,383	110
Portsmouth - Dover - Rochester, N.H.	94,513	111
Johnson City - Kingsport - Bristol, Tenn.	94,504	112
Manchester - Nashua, N.H.	92,821	113
St. Cloud, Minn.	92,791	114
McAllen - Edinburg - Mission, Tex.	91,926	115
Peoria, Ill.	90,005	116
Salinas - Seaside - Monterey, Cal.	89,678	117
Shreveport, La.	88,654	118
Canton, Ohio	88,300	119
Fort Wayne, Ind.	88,076	120
Reading, Pa.	87,330	121
Charleston, S.C.	87,187	122
Ann Arbor, Mich.	84,416	123
Bakersfield, Cal.	83,954	124
East St. Louis - Belleville, Ill.	83,662	125
Eugene - Springfield, Ore.	81,928	126
York, Pa.	81,681	127
Corpus Christi, Tex.	81,347	128
Montgomery, Ala.	80,685	129
Charleston, W.Va.	80,058	130
Santa Rosa - Petaluma, Cal.	79,422	131
Augusta, Ga.	79,385	132
Atlantic City, N.J.	79,228	133
Huntington - Ashland, W.Va.-Ky.	78,608	134
Roanoke, Va.	78,086	135
Reno, Nev.	76,287	136
Evansville, Ind.	75,425	137
Lancaster, Pa.	74,664	138
Kalamazoo, Mich.	74,300	139
Springfield, Ill.	72,018	140
Anchorage, Alas.	71,915	141
Stockton, Cal.	70,386	142
Pensacola, Fla.	69,622	143
Santa Barbara - Santa Maria - Lompoc, Cal.	68,374	144
Daytona Beach, Fla.	66,765	145
New London - Norwich, Conn.	66,427	146
Sarasota, Fla.	66,225	147
Lubbock, Tex.	65,873	148
Madison, Wisc.	65,550	149
Rockford, Ill.	65,282	150
Total Top 150	**43,748,031**	
Lakeland - Winter Haven, Fla.	65,163	151
Huntsville, Ala.	64,997	152
Modesto, Cal.	64,701	153
Laredo, Tex.	63,851	154
Utica - Rome, N.Y.	63,636	155
Macon - Warner Robins, Ga.	63,547	156
Colorado Springs, Colo.	62,619	157
Amarillo, Tex.	59,200	158
Erie, Pa.	59,182	159
Lafayette, La.	58,479	160
Fort Myers - Cape Coral, Fla.	58,436	161
Brownsville - Harlingen, Tex.	58,386	162
Orange County, N.Y.	58,193	163
Salem, Ore.	57,491	164
Vallejo - Fairfield - Napa, Cal.	57,138	165
Tyler, Tex.	56,165	166
Savannah, Ga.	54,256	167
Tallahassee, Fla.	53,831	168
Poughkeepsie, N.Y.	53,761	169
Binghamton, N.Y.	53,489	170
South Bend - Mishawaka, Ind.	53,374	171
Springfield, Mo.	52,996	172
Niagara Falls, N.Y.	52,648	173
Visalia - Tulare - Porterville, Cal.	52,355	174
Joliet, Ill.	52,020	175
Duluth, Minn.	51,651	176
Melbourne - Titusville - Palm Bay, Fla.	50,950	177
Provo - Orem, Utah	50,709	178
Fayetteville, N.C.	50,022	179
Beaver County, Pa.	49,841	180
Lincoln, Neb.	49,033	181
Fargo - Moorhead, N.D.-Minn.	48,782	182
Columbus, Ga.	48,198	183
Lorain - Elyria, Ohio	48,036	184
Biloxi - Gulfport, Miss.	48,022	185
Fort Smith, Ark.	47,881	186
Boise, Ida.	47,824	187
Burlington, Vt.	47,321	188
Pittsfield, Mass.	47,158	189
Johnstown, Pa.	47,109	190
Parkersburg - Marietta, W.Va.-Ohio	45,688	191
Champaign - Urbana - Rantoul, Ill.	45,299	192
Wheeling, W.Va.	45,153	193
Hickory, N.C.	44,890	194
Cedar Rapids, Iowa	44,860	195
Waco, Tex.	44,146	196
Odessa, Tex.	43,969	197
Billings, Mont.	43,382	198
Longview - Marshall, Tex.	43,233	199
Gainesville, Fla.	42,488	200
Total Top 200	**46,373,590**	
Alton - Granite City, Ill.	42,297	201
Richland - Kennewick - Pasco, Wash.	42,105	202
Brazoria, Tex.	41,754	203
Galveston - Texas City, Tex.	41,655	204
Terre Haute, Ind.	41,084	205
Bradenton, Fla.	40,973	206
Tuscaloosa, Ala.	40,968	207
Appleton - Oshkosh - Neenah, Wisc.	40,440	208
Wichita Falls, Tex.	40,242	209
Asheville, N.C.	40,175	210
Killeen - Temple, Tex.	39,524	211
Vancouver, Wash.	39,073	212
Mansfield, Ohio	38,230	213
Sioux Falls, S.D.	38,171	214
Bloomington - Normal, Ill.	37,982	215
Santa Cruz, Cal.	37,035	216
Boulder - Longmont, Colo.	36,377	217
Houma - Thibodaux, La.	36,780	218
Lima, Ohio	36,520	219
Lake Charles, La.	36,296	220
Yakima, Wash.	36,127	221
Rochester, Minn.	36,001	222
Monroe, La.	35,361	223
Waterloo - Cedar Falls, Iowa	35,175	224
Alexandria, La.	35,160	225
Florence, Ala.	34,948	226
Bangor, Me.	34,893	227
Steubenville - Weirton, Ohio-W.Va.	34,574	228
Clarksville - Hopkinsville, Tenn.-Ky.	34,307	229
Naples, Fla.	34,248	230
Sharon, Pa.	34,125	231
Topeka, Kans.	33,653	232
Green Bay, Wisc.	33,561	233
Lynchburg, Va.	33,301	234
Joplin, Mo.	33,233	235
Wilmington, N.C.	32,986	236
Muskegon, Mich.	32,851	237
Great Falls, Mont.	32,582	238
Jackson, Mich.	32,262	239
Fayetteville - Springdale, Ark.	32,143	240
Lafayette, Ind.	31,998	241
Panama City, Fla.	31,306	242
Altoona, Pa.	31,196	243
State College, Pa.	30,618	244
Janesville - Beloit, Wisc.	30,265	245
Decatur, Ill.	29,694	246
Sioux City, Iowa	29,682	247
Florence, S.C.	29,547	248
San Angelo, Tex.	29,238	249
Albany, Ga.	29,097	250
Total Top 250	**48,145,903**	
Fort Collins - Loveland, Colo.	29,037	251
Anniston, Ala.	29,032	252
Dothan, Ala.	28,680	253
Columbia, Mo.	28,625	254
Medford, Ore.	28,165	255
Gadsden, Ala.	28,069	256
Fort Walton Beach, Fla.	27,981	257
Abilene, Tex.	27,499	258
Charlottesville, Va.	27,369	259
Elkhart - Goshen, Ind.	27,272	260
Anderson, S.C.	26,788	261
Hamilton - Middletown, Ohio	26,606	262
Texarkana, Tex.-Ark.	26,470	263
Fort Pierce, Fla.	26,338	264
Hagerstown, Md.	26,169	265
Redding, Cal.	26,158	266
Grand Forks, N.D.	26,125	267
Midland, Tex.	26,068	268
St. Joseph, Mo.	25,543	269
Athens, Ga.	25,190	270
Santa Fe, N.M.	24,807	271
Burlington, N.C.	24,726	272
Bellingham, Wash.	24,716	273
Benton Harbor, Mich.	24,483	274
Chico, Cal.	24,215	275
Kokomo, Ind.	24,061	276
Battle Creek, Mich.	23,977	277
Muncie, Ind.	23,848	278
Bismarck, N.D.	23,322	279
Racine, Wisc.	23,298	280
Lewiston - Auburn, Me.	23,049	281
Eau Claire, Wisc.	22,933	282
Anderson, Ind.	22,529	283
Dubuque, Iowa	22,361	284
Vineland - Millville - Bridgeton, N.J.	22,350	285
Pueblo, Colo.	22,204	286
La Crosse, Wisc.	22,093	287
Victoria, Tex.	22,063	288
Bremerton, Wash.	21,905	289
Elmira, N.Y.	21,628	290
Owensboro, Ky.	21,601	291
Ocala, Fla.	21,108	292
Iowa City, Iowa	20,880	293
Bloomington, Ind.	20,742	294
Bryan - College Station, Tex.	20,478	295
Cumberland, Md.	20,458	296
Enid, Okla.	20,392	297
Greeley, Colo.	19,236	298
Sherman - Denison, Tex.	19,054	299
Pine Bluff, Ark.	18,485	300
Pascagoula, Miss.	18,472	301
Danville, Va.	18,056	302
Williamsport, Pa.	18,014	303
Lawton, Okla.	17,635	304
Wausau, Wisc.	16,985	305
Olympia, Wash.	16,902	306
Kankakee, Ill.	16,863	307
Casper, Wyo.	16,664	308
Kenosha, Wisc.	16,197	309
Glens Falls, N.Y.	15,602	310
Yuba City, Cal.	15,239	311
Jacksonville, N.C.	14,386	312
Sheboygan, Wisc.	13,742	313
Las Cruces, N.M.	12,308	314
Lawrence, Kans.	9,895	315
Total Above Areas	**49,593,049**	
Percent of U.S.	**86.2460**	
U.S. Total	**57,501,821**	

S&MM METRO MARKET RANKING

MEN'S & BOYS' CLOTHING SALES

Area	($000)	Rank
New York, N.Y.	1,363,098	1
Los Angeles - Long Beach, Cal.	1,272,403	2
Chicago, Ill.	1,185,993	3
Boston - Lawrence - Salem - Lowell - Brockton, Mass.	864,938	4
Detroit, Mich.	795,193	5
Philadelphia, Pa.	725,373	6
Houston, Tex.	669,322	7
Washington, D.C.	631,611	8
Nassau - Suffolk, N.Y.	454,164	9
Dallas, Tex.	432,833	10
Minneapolis - St. Paul, Minn.	407,132	11
Anaheim - Santa Ana, Cal.	383,376	12
San Francisco, Cal.	377,327	13
Atlanta, Ga.	367,436	14
Miami - Hialeah, Fla.	341,683	15
Pittsburgh, Pa.	339,021	16
Bergen - Passaic, N.J.	336,009	17
Seattle, Wash.	333,652	18
Baltimore, Md.	319,126	19
St. Louis, Mo.	316,131	20
Cleveland, Ohio	314,171	21
San Diego, Cal.	312,234	22
Denver, Colo.	289,911	23
Oakland, Cal.	280,945	24
Kansas City, Mo.-Kans.	268,652	25
San Jose, Cal.	266,213	26
Tampa - St. Petersburg - Clearwater, Fla.	241,972	27
Portland, Ore.	239,737	28
Riverside - San Bernardino, Cal.	239,490	29
Newark, N.J.	232,303	30
Cincinnati, Ohio	228,329	31
Milwaukee, Wisc.	211,980	32
Phoenix, Ariz.	210,689	33
Hartford - New Britain - Middletown - Bristol, Conn.	205,622	34
Columbus, Ohio	203,637	35
Fort Worth - Arlington, Tex.	203,308	36
New Orleans, La.	199,535	37
Bridgeport - Stamford - Norwalk - Danbury, Conn.	195,919	38
Fort Lauderdale - Hollywood - Pompano Beach, Fla.	191,363	39
Indianapolis, Ind.	187,853	40
Sacramento, Cal.	186,845	41
Salt Lake City - Ogden, Utah	179,339	42
Norfolk - Virginia Beach - Newport News, Va.	175,721	43
San Antonio, Tex.	175,248	44
Honolulu, Haw.	172,662	45
Middlesex - Somerset - Hunterdon, N.J.	165,673	46
Nashville, Tenn.	162,946	47
New Haven - Waterbury - Meriden, Conn.	160,842	48
Buffalo, N.Y.	160,630	49
Oklahoma City, Okla.	159,414	50
Total Top 50	**18,339,004**	
Charlotte - Gastonia - Rock Hill, N.C.-S.C.	158,911	51
Louisville, Ky.	154,790	52
Providence - Pawtucket - Woonsocket, R.I.	149,134	53
Dayton - Springfield, Ohio	146,881	54
Birmingham, Ala.	146,504	55
Memphis, Tenn.	140,221	56
Greensboro - Winston-Salem - High Point, N.C.	133,998	57
Rochester, N.Y.	133,937	58
Monmouth - Ocean, N.J.	130,457	59
Tulsa, Okla.	128,670	60
Richmond - Petersburg, Va.	126,512	61
West Palm Beach - Boca Raton - Delray Beach, Fla.	118,222	62
Portland, Me.	117,576	63
Grand Rapids, Mich.	116,673	64
Jacksonville, Fla.	112,052	65
Albany - Schenectady - Troy, N.Y.	110,836	66
Las Vegas, Nev.	110,337	67
Orlando, Fla.	108,722	68
Springfield, Mass.	104,143	69
Knoxville, Tenn.	104,132	70
Austin, Tex.	102,774	71
Worcester - Fitchburg - Leominster, Mass.	102,157	72
Allentown - Bethlehem, Pa.	101,724	73
Flint, Mich.	100,585	74
Toledo, Ohio	98,493	75
Raleigh - Durham, N.C.	97,677	76
Scranton - Wilkes-Barre, Pa.	93,910	77
Akron, Ohio	93,342	78
Omaha, Neb.	93,078	79
Greenville - Spartanburg, S.C.	90,846	80
Harrisburg - Lebanon - Carlisle, Pa.	90,314	81
Gary - Hammond, Ind.	87,890	82
Saginaw - Bay City - Midland, Mich.	86,951	83
Little Rock - North Little Rock, Ark.	86,580	84
Baton Rouge, La.	86,374	85
New Bedford - Fall River - Attleboro, Mass.	86,088	86
Syracuse, N.Y.	85,382	87
Youngstown - Warren, Ohio	84,253	88
Oxnard - Ventura, Cal.	82,306	89
El Paso, Tex.	81,713	90
Lexington-Fayette, Ky.	81,340	91
Wichita, Kans.	80,599	92
Lake County, Ill.	79,313	93
Albuquerque, N.M.	76,035	94
Fresno, Cal.	75,029	95
Wilmington, Del.	74,852	96
Columbia, S.C.	74,569	97
Aurora - Elgin, Ill.	72,034	98
Des Moines, Iowa	71,616	99
Tacoma, Wash.	70,244	100
Total Top 100	**23,479,780**	
Beaumont - Port Arthur, Tex.	69,550	101
Mobile, Ala.	69,444	102
Johnson City - Kingsport - Bristol, Tenn.	68,927	103
Manchester - Nashua, N.H.	67,904	104
Chattanooga, Tenn.	66,957	105
Davenport - Rock Island - Moline, Iowa-Ill.	66,245	106
Lansing - East Lansing, Mich.	66,207	107
Tucson, Ariz.	63,578	108
Trenton, N.J.	63,181	109
McAllen - Edinburg - Mission, Tex.	62,934	110
Fort Wayne, Ind.	60,564	111
Spokane, Wash.	60,564	111
Canton, Ohio	60,296	113
Jersey City, N.J.	59,487	114
Peoria, Ill.	59,319	115
Charleston, W.Va.	58,944	116
Reading, Pa.	58,495	117
Bakersfield, Cal.	56,891	118
Jackson, Miss.	56,218	119
Portsmouth - Dover - Rochester, N.H.	55,575	120
Kalamazoo, Mich.	55,221	121
Huntington - Ashland, W.Va.-Ky.	55,143	122
Charleston, S.C.	54,732	123
Shreveport, La.	54,506	124
Evansville, Ind.	52,289	125
Eugene - Springfield, Ore.	51,938	126
Salinas - Seaside - Monterey, Cal.	51,781	127
East St. Louis - Belleville, Ill.	51,738	128
Montgomery, Ala.	51,451	129
Rockford, Ill.	50,864	130
Roanoke, Va.	50,495	131
Ann Arbor, Mich.	50,154	132
Stockton, Cal.	49,631	133
Reno, Nev.	49,136	134
Anchorage, Alas.	49,057	135
Santa Rosa - Petaluma, Cal.	48,732	136
Atlantic City, N.J.	48,132	137
Madison, Wisc.	47,944	138
Corpus Christi, Tex.	47,791	139
Lancaster, Pa.	46,921	140
Modesto, Cal.	46,912	141
Augusta, Ga.	46,836	142
Macon - Warner Robins, Ga.	46,232	143
Pensacola, Fla.	44,863	144
Colorado Springs, Colo.	44,222	145
York, Pa.	44,058	146
Amarillo, Tex.	43,898	147
Santa Barbara - Santa Maria - Lompoc, Cal.	43,816	148
Springfield, Ill.	43,551	149
Huntsville, Ala.	43,227	150
Total Top 150	**26,196,331**	
Daytona Beach, Fla.	43,006	151
Erie, Pa.	42,225	152
Lafayette, La.	42,090	153
Salem, Ore.	41,064	154
Utica - Rome, N.Y.	40,866	155
Vallejo - Fairfield - Napa, Cal.	40,774	156
Lubbock, Tex.	40,479	157
South Bend - Mishawaka, Ind.	39,660	158
Orange County, N.Y.	39,016	159
Lakeland - Winter Haven, Fla.	38,678	160
Savannah, Ga.	38,526	161
New London - Norwich, Conn.	38,314	162
Visalia - Tulare - Porterville, Cal.	37,543	163
Springfield, Mo.	36,903	164
Brownsville - Harlingen, Tex.	36,040	165
Laredo, Tex.	35,636	166
Binghamton, N.Y.	35,489	167
Fayetteville, N.C.	35,420	168
Pittsfield, Mass.	35,155	169
St. Cloud, Minn.	35,126	170
Duluth, Minn.	34,811	171
Tyler, Tex.	34,251	172
Provo - Orem, Utah	34,157	173
Lorain - Elyria, Ohio	34,119	174
Poughkeepsie, N.Y.	33,887	175
Niagara Falls, N.Y.	33,443	176
Lincoln, Neb.	32,910	177
Parkersburg - Marietta, W.Va.-Ohio	32,734	178
Cedar Rapids, Iowa	32,445	179
Appleton - Oshkosh - Neenah, Wisc.	32,262	180
Boise, Ida.	32,171	181
Burlington, Vt.	32,116	182
Fort Myers - Cape Coral, Fla.	31,466	183
Tallahassee, Fla.	31,277	184
Champaign - Urbana - Rantoul, Ill.	30,977	185
Fort Smith, Ark.	30,953	186
Johnstown, Pa.	30,849	187
Fargo - Moorhead, N.D.-Minn.	30,564	188
Sarasota, Fla.	30,486	189
Billings, Mont.	30,392	190
Columbus, Ga.	30,245	191
Richland - Kennewick - Pasco, Wash.	29,882	192
Terre Haute, Ind.	29,719	193
Joliet, Ill.	29,434	194
Melbourne - Titusville - Palm Bay, Fla.	29,010	195
Muskegon, Mich.	28,824	196
Hickory, N.C.	28,801	197
Santa Cruz, Cal.	28,690	198
Odessa, Tex.	28,465	199
Biloxi - Gulfport, Miss.	28,319	200
Total Top 200	**27,906,000**	
Beaver County, Pa.	28,278	201
Sioux Falls, S.D.	28,004	202
Green Bay, Wisc.	27,961	203
Waterloo - Cedar Falls, Iowa	27,878	204
Wheeling, W.Va.	27,754	205
Waco, Tex.	27,410	206
Bangor, Me.	27,244	207
Dothan, Ala.	27,151	208
Yakima, Wash.	26,922	209
Longview - Marshall, Tex.	26,823	210
Florence, Ala.	26,380	211
Jackson, Mich.	26,257	212
Asheville, N.C.	26,216	213
Bradenton, Fla.	26,134	214
Alton - Granite City, Ill.	26,120	215
Lima, Ohio	25,615	216
Boulder - Longmont, Colo.	25,350	217
Tuscaloosa, Ala.	25,299	218
Galveston - Texas City, Tex.	25,009	219
Brazoria, Tex.	24,969	220
Lake Charles, La.	24,760	221
Killeen - Temple, Tex.	24,626	222
Alexandria, La.	24,542	223
Houma - Thibodaux, La.	24,458	224
Decatur, Ill.	24,291	225
Topeka, Kans.	24,270	226
Anderson, S.C.	24,085	227
Benton Harbor, Mich.	24,037	228
Bloomington - Normal, Ill.	23,828	229
Gainesville, Fla.	23,679	230
Vancouver, Wash.	23,452	231
Sharon, Pa.	23,260	232
Lynchburg, Va.	23,151	233
Fort Collins - Loveland, Colo.	23,136	234
Janesville - Beloit, Wisc.	22,794	235
Wichita Falls, Tex.	22,735	236
Rochester, Minn.	22,689	237
Elkhart - Goshen, Ind.	22,685	238
Altoona, Pa.	22,670	239
Monroe, La.	22,343	240
Joplin, Mo.	22,004	241
Santa Fe, N.M.	21,905	242
Naples, Fla.	21,550	243
Sioux City, Iowa	21,322	244
Mansfield, Ohio	21,219	245
State College, Pa.	21,141	246
Great Falls, Mont.	20,821	247
Clarksville - Hopkinsville, Tenn.-Ky.	20,817	248
Columbia, Mo.	20,780	249
Lafayette, Ind.	20,771	250
Total Top 250	**29,122,795**	
Medford, Ore.	20,512	251
La Crosse, Wisc.	20,360	252
Abilene, Tex.	20,229	253
Panama City, Fla.	20,147	254
Texarkana, Tex.-Ark.	20,082	255
Fayetteville - Springdale, Ark.	19,924	256
Pueblo, Colo.	19,572	257
Fort Walton Beach, Fla.	19,511	258
Bismarck, N.D.	19,441	259
Wilmington, N.C.	19,404	260
Battle Creek, Mich.	19,328	261
Steubenville - Weirton, Ohio-W.Va.	19,327	262
Grand Forks, N.D.	19,039	263
Gadsden, Ala.	19,030	264
Eau Claire, Wisc.	18,986	265
Florence, S.C.	18,721	266
Anderson, Ind.	18,617	267
Anniston, Ala.	18,540	268
Bellingham, Wash.	18,253	269
San Angelo, Tex.	18,227	270
Redding, Cal.	18,215	271
Vineland - Millville - Bridgeton, N.J.	18,171	272
Muncie, Ind.	17,991	273
Ocala, Fla.	17,639	274
Charlottesville, Va.	17,607	275
Dubuque, Iowa	17,549	276
Athens, Ga.	17,489	277
Iowa City, Iowa	17,408	278
Albany, Ga.	17,401	279
Burlington, N.C.	17,376	280
Lewiston - Auburn, Me.	17,371	281
Hagerstown, Md.	17,289	282
Fort Pierce, Fla.	17,284	283
St. Joseph, Mo.	17,257	284
Owensboro, Ky.	17,167	285
Hamilton - Middletown, Ohio	17,138	286
Chico, Cal.	16,878	287
Kokomo, Ind.	16,814	288
Racine, Wisc.	16,563	289
Bremerton, Wash.	16,118	290
Casper, Wyo.	15,885	291
Greeley, Colo.	15,251	292
Danville, Va.	15,208	293
Kankakee, Ill.	14,665	294
Lawton, Okla.	14,613	295
Wausau, Wisc.	14,577	296
Pine Bluff, Ark.	14,310	297
Pascagoula, Miss.	14,300	298
Victoria, Tex.	14,193	299
Bryan - College Station, Tex.	14,162	300
Midland, Tex.	14,158	301
Cumberland, Md.	13,305	302
Bloomington, Ind.	13,188	303
Williamsport, Pa.	13,139	304
Elmira, N.Y.	13,091	305
Sherman - Denison, Tex.	13,020	306
Enid, Okla.	12,840	307
Olympia, Wash.	12,460	308
Kenosha, Wisc.	11,913	309
Glens Falls, N.Y.	11,433	310
Yuba City, Cal.	10,508	311
Sheboygan, Wisc.	10,472	312
Las Cruces, N.M.	10,430	313
Jacksonville, N.C.	9,447	314
Lawrence, Kans.	9,024	315
Total Above Areas	**30,182,362**	
Percent of U.S.	**84.4425**	
U.S. Total	**35,743,113**	

FOOTWEAR SALES

Area	($000)	Rank
New York, N.Y.	729,756	1
Los Angeles - Long Beach, Cal.	652,529	2
Boston - Lawrence - Salem - Lowell - Brockton, Mass.	607,548	3
Chicago, Ill.	588,133	4
Detroit, Mich.	336,437	5
Houston, Tex.	334,015	6
Philadelphia, Pa.	327,508	7
Washington, D.C.	309,515	8
Dallas, Tex.	250,134	9
Nassau - Suffolk, N.Y.	226,584	10
San Francisco, Cal.	190,669	11
Anaheim - Santa Ana, Cal.	184,235	12
Miami - Hialeah, Fla.	179,923	13
Atlanta, Ga.	179,480	14
Minneapolis - St. Paul, Minn.	170,199	15
Pittsburgh, Pa.	167,876	16
Seattle, Wash.	165,982	17
Bergen - Passaic, N.J.	154,957	18
St. Louis, Mo.	151,494	19
San Diego, Cal.	149,262	20
Cleveland, Ohio	144,754	21
Baltimore, Md.	143,691	22
Denver, Colo.	141,766	23
Oakland, Cal.	129,148	24
San Jose, Cal.	125,719	25
Kansas City, Mo.-Kans.	123,461	26
Newark, N.J.	118,685	27
Tampa - St. Petersburg - Clearwater, Fla.	118,617	28
Portland, Ore.	113,399	29
Fort Worth - Arlington, Tex.	107,741	30
Riverside - San Bernardino, Cal.	104,543	31
Phoenix, Ariz.	104,023	32
New Orleans, La.	102,261	33
Fort Lauderdale - Hollywood - Pompano Beach, Fla.	99,508	34
San Antonio, Tex.	99,391	35
Cincinnati, Ohio	94,550	36
Norfolk - Virginia Beach - Newport News, Va.	92,433	37
Sacramento, Cal.	89,583	38
Milwaukee, Wisc.	89,147	39
Indianapolis, Ind.	87,548	40
Hartford - New Britain - Middletown - Bristol, Conn.	86,192	41
Honolulu, Haw.	84,856	42
Salt Lake City - Ogden, Utah	84,323	43
Oklahoma City, Okla.	84,140	44
Bridgeport - Stamford - Norwalk - Danbury, Conn.	83,772	45
Charlotte - Gastonia - Rock Hill, N.C.-S.C.	82,487	46
Columbus, Ohio	82,352	47
Roanoke, Va.	79,736	48
Memphis, Tenn.	78,304	49
Middlesex - Somerset - Hunterdon, N.J.	72,925	50
Total Top 50	**9,105,291**	
Buffalo, N.Y.	72,873	51
Birmingham, Ala.	71,330	52
Nashville, Tenn.	70,462	53
Louisville, Ky.	69,629	54
Tulsa, Okla.	68,684	55
Greensboro - Winston-Salem - High Point, N.C.	65,237	56
Providence - Pawtucket - Woonsocket, R.I.	64,856	57
Richmond - Petersburg, Va.	64,514	58
New Haven - Waterbury - Meriden, Conn.	64,475	59
Rochester, N.Y.	56,555	60
Dayton - Springfield, Ohio	56,199	61
West Palm Beach - Boca Raton - Delray Beach, Fla.	56,020	62
Jacksonville, Fla.	54,835	63
Austin, Tex.	53,311	64
Orlando, Fla.	52,196	65
Akron, Ohio	51,158	66
Monmouth - Ocean, N.J.	50,974	67
Albany - Schenectady - Troy, N.Y.	49,806	68
Springfield, Mass.	48,943	69
Raleigh - Durham, N.C.	47,554	70
Las Vegas, Nev.	47,348	71
Albuquerque, N.M.	46,212	72
Greenville - Spartanburg, S.C.	44,809	73
Little Rock - North Little Rock, Ark.	44,088	74
Grand Rapids, Mich.	42,866	75
Worcester - Fitchburg - Leominster, Mass.	41,253	76
Toledo, Ohio	40,824	77
Scranton - Wilkes-Barre, Pa.	40,596	78
Harrisburg - Lebanon - Carlisle, Pa.	40,114	79
El Paso, Tex.	39,896	80
Youngstown - Warren, Ohio	39,454	81
Gary - Hammond, Ind.	39,336	82
Allentown - Bethlehem, Pa.	39,175	83
Knoxville, Tenn.	39,035	84
Portsmouth - Dover - Rochester, N.H.	38,619	85
Omaha, Neb.	38,433	86
Syracuse, N.Y.	38,307	87
Columbia, S.C.	38,126	88
New Bedford - Fall River - Attleboro, Mass.	38,063	89
Oxnard - Ventura, Cal.	37,913	90
Lake County, Ill.	37,217	91
Tucson, Ariz.	36,755	92
Baton Rouge, La.	35,761	93
Wichita, Kans.	35,354	94
Portland, Me.	34,658	95
Fresno, Cal.	34,611	96
Beaumont - Port Arthur, Tex.	34,597	97
Flint, Mich.	34,019	98
Tacoma, Wash.	33,813	99
Chattanooga, Tenn.	33,472	100
Total Top 100	**11,459,626**	
Mobile, Ala.	32,959	101
Wilmington, Del.	32,648	102
Aurora - Elgin, Ill.	31,888	103
Lexington-Fayette, Ky.	31,154	104
Saginaw - Bay City - Midland, Mich.	30,682	105
Spokane, Wash.	30,101	106
Eugene - Springfield, Ore.	29,842	107
Johnson City - Kingsport - Bristol, Tenn.	29,641	108
Des Moines, Iowa	29,609	109
Jackson, Miss.	28,534	110
Bakersfield, Cal.	28,326	111
Davenport - Rock Island - Moline, Iowa-Ill.	27,578	112
Jersey City, N.J.	27,445	113
Shreveport, La.	26,709	114
Reading, Pa.	26,587	115
Charleston, S.C.	26,326	116
Trenton, N.J.	26,197	117
Corpus Christi, Tex.	25,805	118
York, Pa.	25,743	119
Salinas - Seaside - Monterey, Cal.	25,676	120
Reno, Nev.	25,431	121
Montgomery, Ala.	25,261	122
Huntington - Ashland, W.Va.-Ky.	25,010	123
Fort Wayne, Ind.	24,896	124
Manchester - Nashua, N.H.	24,756	125
Lansing - East Lansing, Mich.	24,729	126
McAllen - Edinburg - Mission, Tex.	24,554	127
Anchorage, Alas.	24,335	128
Evansville, Ind.	24,133	129
Stockton, Cal.	24,103	130
Charleston, W.Va.	23,707	131
Canton, Ohio	23,650	132
East St. Louis - Belleville, Ill.	23,174	133
Santa Barbara - Santa Maria - Lompoc, Cal.	23,174	133
Peoria, Ill.	22,413	135
Santa Rosa - Petaluma, Cal.	21,800	136
Ann Arbor, Mich.	21,789	137
Lancaster, Pa.	21,749	138
Madison, Wisc.	21,650	139
Augusta, Ga.	21,506	140
Modesto, Cal.	21,503	141
Kalamazoo, Mich.	20,581	142
Amarillo, Tex.	20,509	143
Lubbock, Tex.	20,474	144
Colorado Springs, Colo.	19,752	145
Fort Smith, Ark.	19,673	146
Erie, Pa.	19,155	147
Lafayette, La.	19,073	148
Lakeland - Winter Haven, Fla.	18,877	149
Rockford, Ill.	18,627	150
Total Top 150	**12,703,120**	
Pensacola, Fla.	18,511	151
Vallejo - Fairfield - Napa, Cal.	18,365	152
Daytona Beach, Fla.	18,083	153
Atlantic City, N.J.	18,081	154
Springfield, Mo.	17,839	155
Macon - Warner Robins, Ga.	17,775	156
Utica - Rome, N.Y.	17,747	157
Visalia - Tulare - Porterville, Cal.	17,402	158
Huntsville, Ala.	17,371	159
Orange County, N.Y.	17,367	160
Salem, Ore.	17,221	161
Savannah, Ga.	16,822	162
Tyler, Tex.	16,546	163
Binghamton, N.Y.	16,437	164
Waco, Tex.	16,332	165
Burlington, Vt.	16,187	166
Asheville, N.C.	16,054	167
Longview - Marshall, Tex.	16,039	168
Provo - Orem, Utah	15,902	169
Springfield, Ill.	15,793	170
Lincoln, Neb.	15,657	171
Hickory, N.C.	15,653	172
Sarasota, Fla.	15,230	173
Tallahassee, Fla.	15,183	174
South Bend - Mishawaka, Ind.	15,049	175
Poughkeepsie, N.Y.	14,752	176
Lynchburg, Va.	14,636	177
Parkersburg - Marietta, W.Va.-Ohio	14,621	178
Johnstown, Pa.	14,506	179
Fayetteville, N.C.	14,216	180
Niagara Falls, N.Y.	14,159	181
Boulder - Longmont, Colo.	14,151	182
Alexandria, La.	13,916	183
Appleton - Oshkosh - Neenah, Wisc.	13,788	184
New London - Norwich, Conn.	13,760	185
Columbus, Ga.	13,757	186
Melbourne - Titusville - Palm Bay, Fla.	13,687	187
Boise, Ida.	13,671	188
Biloxi - Gulfport, Miss.	13,624	189
Billings, Mont.	13,562	190
Pittsfield, Mass.	13,535	191
Duluth, Minn.	13,460	192
Wheeling, W.Va.	13,433	193
Odessa, Tex.	13,416	194
Santa Cruz, Cal.	13,245	195
Bradenton, Fla.	13,244	196
Yakima, Wash.	13,241	197
Brownsville - Harlingen, Tex.	13,202	198
Lorain - Elyria, Ohio	13,143	199
Champaign - Urbana - Rantoul, Ill.	13,130	200
Total Top 200	**13,465,621**	
Joliet, Ill.	13,065	201
Fort Myers - Cape Coral, Fla.	12,952	202
Fayetteville - Springdale, Ark.	12,816	203
Beaver County, Pa.	12,712	204
Joplin, Mo.	12,496	205
Houma - Thibodaux, La.	12,471	206
Sioux Falls, S.D.	12,450	207
Vancouver, Wash.	12,161	208
Alton - Granite City, Ill.	12,[illegible]	209
Killeen - Temple, Tex.	[illegible]	210
Brazoria, Tex.	11,755	211
Wichita Falls, Tex.	11,655	212
Galveston - Texas City, Tex.	11,550	213
Richland - Kennewick - Pasco, Wash.	11,441	214
Cedar Rapids, Iowa	11,436	215
Tuscaloosa, Ala.	11,394	216
Bangor, Me.	11,330	217
Gainesville, Fla.	11,265	218
Lake Charles, La.	11,237	219
Waterloo - Cedar Falls, Iowa	11,204	220
Texarkana, Tex.-Ark.	11,089	221
Fargo - Moorhead, N.D.-Minn.	10,850	222
Medford, Ore.	10,745	223
Green Bay, Wisc.	10,714	224
Monroe, La.	10,687	225
Terre Haute, Ind.	10,669	226
Lima, Ohio	10,629	227
Rochester, Minn.	10,620	228
Muskegon, Mich.	10,348	229
Wilmington, N.C.	10,273	230
San Angelo, Tex.	10,210	231
Santa Fe, N.M.	10,116	232
Naples, Fla.	10,105	233
Laredo, Tex.	10,093	234
Topeka, Kans.	10,050	235
Mansfield, Ohio	10,016	236
Sharon, Pa.	9,994	237
Florence, Ala.	9,868	238
Bloomington - Normal, Ill.	9,820	239
State College, Pa.	9,726	240
Anderson, S.C.	9,719	241
Albany, Ga.	9,618	242
Elkhart - Goshen, Ind.	9,549	243
Fort Collins - Loveland, Colo.	9,453	244
Great Falls, Mont.	9,391	245
Janesville - Beloit, Wisc.	9,356	246
Panama City, Fla.	9,347	247
Redding, Cal.	9,303	248
Florence, S.C.	9,220	249
Bryan - College Station, Tex.	9,205	250
Total Top 250	**14,005,714**	
Altoona, Pa.	9,162	251
Midland, Tex.	9,018	252
Sioux City, Iowa	8,977	253
Charlottesville, Va.	8,973	254
Gadsden, Ala.	8,907	255
Anniston, Ala.	8,905	256
Abilene, Tex.	8,824	257
Dothan, Ala.	8,769	258
Steubenville - Weirton, Ohio-W.Va.	8,764	259
Columbia, Mo.	8,689	260
Lafayette, Ind.	8,673	261
Clarksville - Hopkinsville, Tenn.-Ky.	8,630	262
Pueblo, Colo.	8,500	263
Athens, Ga.	8,498	264
Chico, Cal.	8,356	265
St. Cloud, Minn.	8,255	266
Burlington, N.C.	8,199	267
Decatur, Ill.	8,146	268
Benton Harbor, Mich.	8,145	269
Fort Pierce, Fla.	8,010	270
Muncie, Ind.	7,954	271
Grand Forks, N.D.	7,913	272
Kokomo, Ind.	7,885	273
Jackson, Mich.	7,860	274
Hagerstown, Md.	7,855	275
Fort Walton Beach, Fla.	7,852	276
Eau Claire, Wisc.	7,795	277
Sherman - Denison, Tex.	7,724	278
Williamsport, Pa.	7,614	279
Enid, Okla.	7,603	280
Owensboro, Ky.	7,560	281
Lewiston - Auburn, Me.	7,545	282
Anderson, Ind.	7,467	283
St. Joseph, Mo.	7,457	284
Hamilton - Middletown, Ohio	7,350	285
Victoria, Tex.	7,102	286
Bellingham, Wash.	6,960	287
Battle Creek, Mich.	6,938	288
Lawton, Okla.	6,920	289
Bismarck, N.D.	6,789	290
Dubuque, Iowa	6,762	291
Vineland - Millville - Bridgeton, N.J.	6,637	292
Iowa City, Iowa	6,607	293
Ocala, Fla.	6,412	294
Cumberland, Md.	6,256	295
Casper, Wyo.	6,254	296
Racine, Wisc.	6,183	297
Danville, Va.	6,165	298
La Crosse, Wisc.	6,023	299
Greeley, Colo.	5,991	300
Bremerton, Wash.	5,947	301
Elmira, N.Y.	5,897	302
Wausau, Wisc.	5,755	303
Kankakee, Ill.	5,550	304
Yuba City, Cal.	5,496	305
Pine Bluff, Ark.	5,410	306
Pascagoula, Miss.	5,306	307
Bloomington, Ind.	5,221	308
Glens Falls, N.Y.	5,172	309
Jacksonville, N.C.	5,098	310
Olympia, Wash.	4,844	311
Las Cruces, N.M.	4,821	312
Kenosha, Wisc.	4,318	313
Lawrence, Kans.	4,248	314
Sheboygan, Wisc.	4,164	315
Total Above Areas	**14,468,794**	
Percent of U.S.	**84.97%**	
U.S. Total	**17,026,397**	

S&MM METRO MARKET RANKING

MAJOR HOUSEHOLD APPLIANCE SALES

Area	($000)	Rank
Los Angeles - Long Beach, Cal.	497,911	1
Boston - Lawrence - Salem - Lowell - Brockton, Mass.	386,700	2
Chicago, Ill.	357,142	3
New York, N.Y.	301,520	4
Houston, Tex.	261,322	5
Philadelphia, Pa.	260,747	6
Detroit, Mich.	254,807	7
Washington, D.C.	198,931	8
Dallas, Tex.	196,736	9
Anaheim - Santa Ana, Cal.	173,852	10
Nassau - Suffolk, N.Y.	166,074	11
San Diego, Cal.	146,168	12
Minneapolis - St. Paul, Minn.	132,983	13
Atlanta, Ga.	132,225	14
Pittsburgh, Pa.	125,844	15
Seattle, Wash.	125,111	16
Miami - Hialeah, Fla.	123,832	17
Tampa - St. Petersburg - Clearwater, Fla.	121,952	18
Baltimore, Md.	117,815	19
Denver, Colo.	117,397	20
St. Louis, Mo.	114,034	21
San Jose, Cal.	106,219	22
Portland, Ore.	104,982	23
Riverside - San Bernardino, Cal.	104,721	24
San Francisco, Cal.	103,938	25
Phoenix, Ariz.	100,973	26
Newark, N.J.	99,825	27
Oakland, Cal.	98,087	28
Kansas City, Mo.-Kans.	98,057	29
Cleveland, Ohio	96,124	30
Cincinnati, Ohio	92,210	31
Bergen - Passaic, N.J.	89,135	32
Sacramento, Cal.	86,601	33
Fort Worth - Arlington, Tex.	86,558	34
New Orleans, La.	83,814	35
Milwaukee, Wisc.	82,742	36
Norfolk - Virginia Beach - Newport News, Va.	80,565	37
Columbus, Ohio	77,857	38
San Antonio, Tex.	77,291	39
Salt Lake City - Ogden, Utah	74,647	40
Fort Lauderdale - Hollywood - Pompano Beach, Fla.	74,360	41
Dayton - Springfield, Ohio	72,948	42
Bridgeport - Stamford - Norwalk - Danbury, Conn.	72,934	43
Greensboro - Winston-Salem - High Point, N.C.	71,383	44
Charlotte - Gastonia - Rock Hill, N.C.-S.C.	70,174	45
Louisville, Ky.	68,475	46
Nashville, Tenn.	67,010	47
Indianapolis, Ind.	65,690	48
Buffalo, N.Y.	65,452	49
Oklahoma City, Okla.	64,689	50
Total Top 50	**6,750,564**	
Birmingham, Ala.	60,400	51
Memphis, Tenn.	58,552	52
New Haven - Waterbury - Meriden, Conn.	57,519	53
Tulsa, Okla.	57,518	54
Richmond - Petersburg, Va.	56,554	55
Middlesex - Somerset - Hunterdon, N.J.	56,537	56
Rochester, N.Y.	55,529	57
Austin, Tex.	52,278	58
Hartford - New Britain - Middletown - Bristol, Conn.	51,115	59
Orlando, Fla.	50,853	60
Monmouth - Ocean, N.J.	49,975	61
Las Vegas, Nev.	48,527	62
Jacksonville, Fla.	47,492	63
Knoxville, Tenn.	47,156	64
Albany - Schenectady - Troy, N.Y.	47,095	65
Providence - Pawtucket - Woonsocket, R.I.	46,308	66
Allentown - Bethlehem, Pa.	44,744	67
West Palm Beach - Boca Raton - Delray Beach, Fla.	44,216	68
Flint, Mich.	43,809	69
Omaha, Neb.	42,264	70
Baton Rouge, La.	41,606	71
Beaumont - Port Arthur, Tex.	41,442	72
Raleigh - Durham, N.C.	41,038	73
Johnson City - Kingsport - Bristol, Tenn.	39,862	74
Little Rock - North Little Rock, Ark.	39,800	75
Greenville - Spartanburg, S.C.	39,558	76
Toledo, Ohio	39,267	77
Grand Rapids, Mich.	39,193	78
Harrisburg - Lebanon - Carlisle, Pa.	37,518	79
Gary - Hammond, Ind.	37,515	80
Wichita, Kans.	37,357	81
El Paso, Tex.	36,773	82
Oxnard - Ventura, Cal.	36,463	83
Worcester - Fitchburg - Leominster, Mass.	35,417	84
Honolulu, Haw.	34,765	85
Akron, Ohio	34,632	86
New Bedford - Fall River - Attleboro, Mass.	34,261	87
Syracuse, N.Y.	34,132	88
Wilmington, Del.	33,293	89
Mobile, Ala.	33,185	90
Saginaw - Bay City - Midland, Mich.	32,293	91
Tucson, Ariz.	32,243	92
Fresno, Cal.	32,213	93
Youngstown - Warren, Ohio	32,079	94
Portsmouth - Dover - Rochester, N.H.	31,768	95
Springfield, Mass.	30,677	96
Lancaster, Pa.	30,361	97
Lake County, Ill.	29,624	98
Chattanooga, Tenn.	29,381	99
Des Moines, Iowa	29,163	100
Total Top 100	**8,825,884**	
Scranton - Wilkes-Barre, Pa.	29,151	101
Sarasota, Fla.	29,087	102
Bakersfield, Cal.	28,973	103
Columbia, S.C.	28,917	104
Albuquerque, N.M.	28,898	105
Chareston, W.Va.	28,454	106
Lexington-Fayette, Ky.	28,243	107
Colorado Springs, Colo.	27,812	108
Corpus Christi, Tex.	27,667	109
Davenport - Rock Island - Moline, Iowa-Ill.	27,664	110
Tacoma, Wash.	27,579	111
Charleston, S.C.	27,574	112
Amarillo, Tex.	27,546	113
Santa Barbara - Santa Maria - Lompoc, Cal.	27,459	114
Fort Myers - Cape Coral, Fla.	27,370	115
Peoria, Ill.	27,247	116
Canton, Ohio	27,000	117
Huntington - Ashland, W.Va.-Ky.	26,439	118
Atlantic City, N.J.	26,251	119
Fort Wayne, Ind.	25,763	120
Evansville, Ind.	25,668	121
Madison, Wisc.	25,644	122
Shreveport, La.	25,113	123
Spokane, Wash.	24,788	124
Reno, Nev.	24,474	125
Aurora - Elgin, Ill.	24,324	126
Lansing - East Lansing, Mich.	23,913	127
Modesto, Cal.	23,753	128
Salem, Ore.	23,750	129
Erie, Pa.	23,456	130
Vallejo - Fairfield - Napa, Cal.	23,394	131
Melbourne - Titusville - Palm Bay, Fla.	23,371	132
McAllen - Edinburg - Mission, Tex.	23,268	133
Lakeland - Winter Haven, Fla.	23,212	134
Eugene - Springfield, Ore.	23,080	135
York, Pa.	22,999	136
Pensacola, Fla.	22,966	137
Lafayette, La.	22,886	138
Santa Rosa - Petaluma, Cal.	22,832	139
Stockton, Cal.	22,306	140
Rockford, Ill.	22,027	141
Jersey City, N.J.	21,751	142
Daytona Beach, Fla.	21,082	143
Utica - Rome, N.Y.	20,967	144
Manchester - Nashua, N.H.	20,814	145
Augusta, Ga.	20,736	146
Jackson, Miss.	20,652	147
Visalia - Tulare - Porterville, Cal.	20,342	148
Springfield, Ill.	20,112	149
Houma - Thibodaux, La.	19,974	150
Total Top 150	**10,064,632**	
Anchorage, Alas.	19,924	151
Longview - Marshall, Tex.	19,439	152
Salinas - Seaside - Monterey, Cal.	19,263	153
Boise, Ida.	19,127	154
Laredo, Tex.	18,998	155
New London - Norwich, Conn.	18,978	156
Roanoke, Va.	18,683	157
Trenton, N.J.	18,534	158
Fayetteville, N.C.	18,412	159
Tyler, Tex.	18,373	160
Gainesville, Fla.	18,280	161
Kalamazoo, Mich.	18,191	162
Savannah, Ga.	18,140	163
Huntsville, Ala.	18,119	164
Appleton - Oshkosh - Neenah, Wisc.	18,018	165
East St. Louis - Belleville, Ill.	18,012	166
Billings, Mont.	17,732	167
Binghamton, N.Y.	17,524	168
Lubbock, Tex.	17,502	169
Montgomery, Ala.	17,451	170
Orange County, N.Y.	17,383	171
Springfield, Mo.	17,328	172
Macon - Warner Robins, Ga.	17,318	173
Duluth, Minn.	17,062	174
Benton Harbor, Mich.	17,008	175
Brownsville - Harlingen, Tex.	16,982	176
St. Cloud, Minn.	16,942	177
Johnstown, Pa.	16,756	178
Bradenton, Fla.	16,613	179
Provo - Orem, Utah	16,411	180
Waco, Tex.	16,381	181
Fort Collins - Loveland, Colo.	16,331	182
Fort Smith, Ark.	16,088	183
Naples, Fla.	15,734	184
Killeen - Temple, Tex.	15,686	185
Reading, Pa.	15,663	186
Ann Arbor, Mich.	15,659	187
Hickory, N.C.	15,642	188
Santa Cruz, Cal.	15,509	189
Lake Charles, La.	15,398	190
Wichita Falls, Tex.	15,392	191
Panama City, Fla.	15,370	192
Green Bay, Wisc.	15,304	193
Galveston - Texas City, Tex.	15,271	194
Terre Haute, Ind.	15,214	195
Asheville, N.C.	15,112	196
Tallahassee, Fla.	15,074	197
Portland, Me.	15,049	198
Lima, Ohio	14,653	199
Odessa, Tex.	14,537	200
Total Top 200	**10,912,202**	
Boulder - Longmont, Colo.	14,494	201
Abilene, Tex.	14,317	202
Bangor, Me.	14,204	203
Lorain - Elyria, Ohio	14,164	204
South Bend - Mishawaka, Ind.	13,981	205
Monroe, La.	13,829	206
Fort Pierce, Fla.	13,709	207
Biloxi - Gulfport, Miss.	13,596	208
Waterloo - Cedar Falls, Iowa	13,590	209
Joplin, Mo.	13,556	210
Cedar Rapids, Iowa	13,555	211
Clarksville - Hopkinsville, Tenn.-Ky.	13,461	212
Columbus, Ga.	13,341	213
Parkersburg - Marietta, W.Va.-Ohio	13,265	214
Niagara Falls, N.Y.	13,235	215
Owensboro, Ky.	13,228	216
Champaign - Urbana - Rantoul, Ill.	13,104	217
Burlington, Vt.	12,979	218
Joliet, Ill.	12,926	219
Richland - Kennewick - Pasco, Wash.	12,890	220
Topeka, Kans.	12,869	221
Poughkeepsie, N.Y.	12,854	222
Lynchburg, Va.	12,683	223
Dothan, Ala.	12,573	224
Fort Walton Beach, Fla.	12,571	225
Alton - Granite City, Ill.	12,555	226
Medford, Ore.	12,313	227
San Angelo, Tex.	12,246	228
Sioux Falls, S.D.	12,193	229
Wheeling, W.Va.	12,040	230
Altoona, Pa.	11,998	231
Fayetteville - Springdale, Ark.	11,913	232
Florence, Ala.	11,910	233
Yakima, Wash.	11,850	234
Decatur, Ill.	11,806	235
Janesville - Beloit, Wisc.	11,528	236
Great Falls, Mont.	11,405	237
Anderson, S.C.	11,356	238
Alexandria, La.	11,282	239
Chico, Cal.	11,242	240
Dubuque, Iowa	11,188	241
Fargo - Moorhead, N.D.-Minn.	11,085	242
Elkhart - Goshen, Ind.	11,034	243
Rochester, Minn.	10,997	244
Pittsfield, Mass.	10,964	245
Eau Claire, Wisc.	10,936	246
La Crosse, Wisc.	10,867	247
Lafayette, Ind.	10,832	248
Greeley, Colo.	10,813	249
Victoria, Tex.	10,811	250
Total Top 250	**11,534,340**	
Muskegon, Mich.	10,693	251
Redding, Cal.	10,403	252
Battle Creek, Mich.	10,368	253
Casper, Wyo.	10,316	254
Bellingham, Wash.	9,999	255
Tuscaloosa, Ala.	9,898	256
Wilmington, N.C.	9,886	257
Ocala, Fla.	9,844	258
Olympia, Wash.	9,810	259
Beaver County, Pa.	9,651	260
Lincoln, Neb.	9,640	261
Anniston, Ala.	9,596	262
Santa Fe, N.M.	9,541	263
Anderson, Ind.	9,529	264
Gadsden, Ala.	9,527	265
Athens, Ga.	9,503	266
Racine, Wisc.	9,491	267
Charlottesville, Va.	9,477	268
Bremerton, Wash.	9,190	269
Sioux City, Iowa	9,179	270
Jackson, Mich.	9,073	271
Hamilton - Middletown, Ohio	8,947	272
Vineland - Millville - Bridgeton, N.J.	8,946	273
Kokomo, Ind.	8,921	274
Lawton, Okla.	8,831	275
St. Joseph, Mo.	8,796	276
Columbia, Mo.	8,703	277
Texarkana, Tex.-Ark.	8,684	278
Hagerstown, Md.	8,677	279
Steubenville - Weirton, Ohio-W.Va.	8,661	280
Bloomington - Normal, Ill.	8,606	281
Midland, Tex.	8,583	282
Bryan - College Station, Tex.	8,483	283
Vancouver, Wash.	8,481	284
Albany, Ga.	8,395	285
Bismarck, N.D.	8,344	286
Iowa City, Iowa	8,256	287
Jacksonville, N.C.	8,255	288
Burlington, N.C.	8,007	289
Florence, S.C.	7,954	290
Sherman - Denison, Tex.	7,878	291
Pueblo, Colo.	7,875	292
State College, Pa.	7,838	293
Pascagoula, Miss.	7,707	294
Sharon, Pa.	7,701	295
Kenosha, Wisc.	7,632	296
Enid, Okla.	7,614	297
Williamsport, Pa.	7,465	298
Danville, Va.	7,256	299
Las Cruces, N.M.	7,226	300
Lewiston - Auburn, Me.	7,124	301
Kankakee, Ill.	7,048	302
Wausau, Wisc.	7,033	303
Bloomington, Ind.	6,882	304
Pine Bluff, Ark.	6,690	305
Cumberland, Md.	6,669	306
Muncie, Ind.	6,644	307
Glens Falls, N.Y.	6,436	308
Mansfield, Ohio	6,380	309
Brazoria, Tex.	6,364	310
Yuba City, Cal.	6,082	311
Sheboygan, Wisc.	5,951	312
Elmira, N.Y.	5,734	313
Grand Forks, N.D.	5,653	314
Lawrence, Kans.	4,589	315
Total Above Areas	**12,072,955**	
Percent of U.S.	**79.3734**	
U.S. Total	**15,210,327**	

S&MM METRO MARKET RANKING

FURNITURE & SLEEP EQUIPMENT SALES

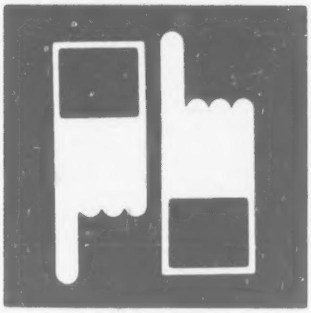
Area	($000)	Rank
Los Angeles - Long Beach, Cal.	881,827	1
New York, N.Y.	813,281	2
Chicago, Ill.	742,444	3
Boston - Lawrence - Salem - Lowell - Brockton, Mass.	517,396	4
Washington, D.C.	461,792	5
Houston, Tex.	449,113	6
Philadelphia, Pa.	444,507	7
Detroit, Mich.	433,738	8
Dallas, Tex.	358,261	9
Anaheim - Santa Ana, Cal.	350,591	10
Nassau - Suffolk, N.Y.	336,799	11
Miami - Hialeah, Fla.	321,211	12
San Diego, Cal.	267,634	13
Minneapolis - St. Paul, Minn.	253,514	14
San Francisco, Cal.	237,809	15
Pittsburgh, Pa.	229,328	16
Phoenix, Ariz.	228,254	17
Newark, N.J.	228,026	18
Atlanta, Ga.	226,261	19
Bergen - Passaic, N.J.	222,695	20
Denver, Colo.	217,215	21
Baltimore, Md.	212,596	22
Oakland, Cal.	211,868	23
Seattle, Wash.	211,467	24
San Jose, Cal.	203,619	25
Tampa - St. Petersburg - Clearwater, Fla.	200,131	26
Fort Lauderdale - Hollywood - Pompano Beach, Fla.	198,890	27
Cleveland, Ohio	196,828	28
St. Louis, Mo.	173,110	29
New Orleans, La.	151,807	30
Kansas City, Mo.-Kans.	151,785	31
Riverside - San Bernardino, Cal.	147,943	32
Cincinnati, Ohio	147,594	33
Norfolk - Virginia Beach - Newport News, Va.	147,415	34
Greensboro - Winston-Salem - High Point, N.C.	145,682	35
San Antonio, Tex.	140,473	36
Portland, Ore.	139,655	37
Salt Lake City - Ogden, Utah	135,145	38
Milwaukee, Wisc.	135,144	39
Sacramento, Cal.	129,972	40
Fort Worth - Arlington, Tex.	129,180	41
Oklahoma City, Okla.	124,856	42
Indianapolis, Ind.	124,750	43
West Palm Beach - Boca Raton - Delray Beach, Fla.	122,815	44
Nashville, Tenn.	118,645	45
Tulsa, Okla.	115,078	46
Charlotte - Gastonia - Rock Hill, N.C.-S.C.	114,158	47
Columbus, Ohio	113,457	48
Louisville, Ky.	111,958	49
Hartford - New Britain - Middletown - Bristol, Conn.	107,881	50
Total Top 50	**12,585,598**	
Middlesex - Somerset - Hunterdon, N.J.	106,441	51
Dayton - Springfield, Ohio	105,784	52
Memphis, Tenn.	105,173	53
Birmingham, Ala.	103,216	54
Bridgeport - Stamford - Norwalk - Danbury, Conn.	102,668	55
Monmouth - Ocean, N.J.	99,592	56
Rochester, N.Y.	96,372	57
Richmond - Petersburg, Va.	95,584	58
Buffalo, N.Y.	95,478	59
Orlando, Fla.	93,663	60
Jacksonville, Fla.	89,570	61
New Haven - Waterbury - Meriden, Conn.	85,634	62
Worcester - Fitchburg - Leominster, Mass.	83,423	63
Omaha, Neb.	80,506	64
El Paso, Tex.	77,826	65
Sarasota, Fla.	77,214	66
Grand Rapids, Mich.	69,669	67
Providence - Pawtucket - Woonsocket, R.I.	67,052	68
Austin, Tex.	66,250	69
Albany - Schenectady - Troy, N.Y.	64,742	70
Tucson, Ariz.	64,474	71
Knoxville, Tenn.	64,164	72
Colorado Springs, Colo.	64,059	73
Allentown - Bethlehem, Pa.	62,790	74
Albuquerque, N.M.	62,471	75
Las Vegas, Nev.	61,473	76
New Bedford - Fall River - Attleboro, Mass.	61,077	77
Syracuse, N.Y.	59,860	78
Wilmington, Del.	59,804	79
Raleigh - Durham, N.C.	59,453	80
Baton Rouge, La.	59,271	81
Youngstown - Warren, Ohio	57,949	82
Fresno, Cal.	56,331	83
Oxnard - Ventura, Cal.	55,711	84
Little Rock - North Little Rock, Ark.	55,107	85
Toledo, Ohio	54,600	86
Scranton - Wilkes-Barre, Pa.	53,951	87
Reno, Nev.	52,097	88
Akron, Ohio	51,573	89
Greenville - Spartanburg, S.C.	50,927	90
Gary - Hammond, Ind.	50,791	91
Lake County, Ill.	50,743	92
Columbia, S.C.	50,093	93
Mobile, Ala.	49,815	94
Beaumont - Port Arthur, Tex.	49,282	95
Honolulu, Haw.	48,868	96
Fort Myers - Cape Coral, Fla.	48,796	97
Harrisburg - Lebanon - Carlisle, Pa.	47,901	98
Flint, Mich.	46,456	99
Springfield, Mass.	45,764	100
Total Top 100	**16,007,106**	
Davenport - Rock Island - Moline, Iowa-Ill.	45,482	101
Melbourne - Titusville - Palm Bay, Fla.	45,436	102
Wichita, Kans.	44,422	103
Chattanooga, Tenn.	43,984	104
Tacoma, Wash.	43,240	105
Benton Harbor, Mich.	42,106	106
Bakersfield, Cal.	41,962	107
Lancaster, Pa.	41,904	108
Savannah, Ga.	41,610	109
Jackson, Miss.	41,577	110
Peoria, Ill.	41,455	111
Madison, Wisc.	40,966	112
Amarillo, Tex.	40,853	113
Manchester - Nashua, N.H.	40,795	114
Des Moines, Iowa	40,746	115
Corpus Christi, Tex.	40,737	116
Santa Barbara - Santa Maria - Lompoc, Cal.	40,385	117
Shreveport, La.	39,609	118
Salinas - Seaside - Monterey, Cal.	39,540	119
Portsmouth - Dover - Rochester, N.H.	38,716	120
Charleston, S.C.	38,662	121
Johnson City - Kingsport - Bristol, Tenn.	38,534	122
Lexington-Fayette, Ky.	38,357	123
Lubbock, Tex.	38,354	124
Saginaw - Bay City - Midland, Mich.	38,098	125
Lansing - East Lansing, Mich.	37,740	126
Aurora - Elgin, Ill.	37,458	127
Santa Rosa - Petaluma, Cal.	37,063	128
Fort Wayne, Ind.	36,816	129
Huntington - Ashland, W.Va.-Ky.	35,341	130
Augusta, Ga.	35,192	131
Tyler, Tex.	34,358	132
Trenton, N.J.	34,227	133
Montgomery, Ala.	33,950	134
Modesto, Cal.	33,776	135
Evansville, Ind.	33,576	136
McAllen - Edinburg - Mission, Tex.	32,715	137
Rockford, Ill.	32,507	138
Spokane, Wash.	32,188	139
Roanoke, Va.	31,911	140
Pensacola, Fla.	31,811	141
Canton, Ohio	31,791	142
Charleston, W.Va.	31,559	143
Jersey City, N.J.	31,118	144
Atlantic City, N.J.	30,545	145
Anchorage, Alas.	30,197	146
Stockton, Cal.	30,185	147
Lafayette, La.	29,962	148
Daytona Beach, Fla.	29,388	149
Fayetteville, N.C.	29,377	150
Total Top 150	**17,859,387**	
Vallejo - Fairfield - Napa, Cal.	29,267	151
Columbus, Ga.	29,065	152
Lorain - Elyria, Ohio	29,047	153
Houma - Thibodaux, La.	28,964	154
Eugene - Springfield, Ore.	28,483	155
Binghamton, N.Y.	28,342	156
New London - Norwich, Conn.	27,605	157
Lakeland - Winter Haven, Fla.	27,398	158
York, Pa.	27,022	159
Ann Arbor, Mich.	26,745	160
Naples, Fla.	26,612	161
Portland, Me.	26,536	162
Gainesville, Fla.	26,390	163
Waco, Tex.	26,267	164
Kalamazoo, Mich.	26,056	165
Brownsville - Harlingen, Tex.	25,616	166
Longview - Marshall, Tex.	25,391	167
Boise, Ida.	25,147	168
Macon - Warner Robins, Ga.	24,319	169
Utica - Rome, N.Y.	24,129	170
South Bend - Mishawaka, Ind.	23,971	171
East St. Louis - Belleville, Ill.	23,789	172
Odessa, Tex.	23,382	173
Lake Charles, La.	23,249	174
Springfield, Ill.	23,024	175
Billings, Mont.	22,647	176
Green Bay, Wisc.	22,609	177
Appleton - Oshkosh - Neenah, Wisc.	22,593	178
Huntsville, Ala.	22,340	179
Poughkeepsie, N.Y.	22,145	180
Johnstown, Pa.	22,094	181
Tallahassee, Fla.	21,912	182
Hickory, N.C.	21,778	183
Boulder - Longmont, Colo.	21,474	184
Salem, Ore.	21,394	185
Erie, Pa.	20,776	186
Orange County, N.Y.	20,644	187
Killeen - Temple, Tex.	20,596	188
Bangor, Me.	20,060	189
Duluth, Minn.	19,631	190
Provo - Orem, Utah	19,324	191
Fort Pierce, Fla.	19,297	192
Altoona, Pa.	18,962	193
San Angelo, Tex.	18,892	194
Springfield, Mo.	18,778	195
Jacksonville, N.C.	18,714	196
Richland - Kennewick - Pasco, Wash.	18,628	197
Visalia - Tulare - Porterville, Cal.	18,561	198
Wilmington, N.C.	18,475	199
Midland, Tex.	18,348	200
Total Top 200	**19,025,875**	
Reading, Pa.	18,189	201
Wichita Falls, Tex.	18,114	202
Cedar Rapids, Iowa	17,824	203
Fargo - Moorhead, N.D.-Minn.	17,679	204
Alton - Granite City, Ill.	17,671	205
Joliet, Ill.	17,490	206
Panama City, Fla.	17,422	207
Albany, Ga.	16,521	208
Monroe, La.	16,448	209
Beaver County, Pa.	16,262	210
Santa Cruz, Cal.	16,261	211
Niagara Falls, N.Y.	15,966	212
Lynchburg, Va.	15,960	213
Fort Smith, Ark.	15,934	214
Clarksville - Hopkinsville, Tenn.-Ky.	15,928	215
Wheeling, W.Va.	15,913	216
Racine, Wisc.	15,854	217
Tuscaloosa, Ala.	15,837	218
Fort Walton Beach, Fla.	15,702	219
Abilene, Tex.	15,695	220
Waterloo - Cedar Falls, Iowa	15,610	221
Parkersburg - Marietta, W.Va.-Ohio	15,562	222
Fort Collins - Loveland, Colo.	15,517	223
Bradenton, Fla.	15,473	224
Anderson, S.C.	14,916	225
Hamilton - Middletown, Ohio	14,857	226
Burlington, Vt.	14,481	227
Topeka, Kans.	14,128	228
Champaign - Urbana - Rantoul, Ill.	14,035	229
Great Falls, Mont.	13,935	230
Galveston - Texas City, Tex.	13,922	231
Sioux Falls, S.D.	13,915	232
Lima, Ohio	13,860	233
Lafayette, Ind.	13,802	234
Florence, Ala.	13,461	235
Terre Haute, Ind.	13,293	236
Biloxi - Gulfport, Miss.	13,205	237
Burlington, N.C.	12,651	238
Asheville, N.C.	12,419	239
Joplin, Mo.	12,200	240
Lincoln, Neb.	12,180	241
Elkhart - Goshen, Ind.	12,153	242
Lawton, Okla.	12,121	243
Decatur, Ill.	12,007	244
Casper, Wyo.	11,995	245
Victoria, Tex.	11,800	246
Yakima, Wash.	11,738	247
Sioux City, Iowa	11,698	248
Vineland - Millville - Bridgeton, N.J.	11,623	249
Mansfield, Ohio	11,622	250
Total Top 250	**19,758,724**	
Medford, Ore.	11,593	251
Brazoria, Tex.	11,568	252
Fayetteville - Springdale, Ark.	11,564	253
Texarkana, Tex.-Ark.	11,240	254
Pueblo, Colo.	11,178	255
Vancouver, Wash.	11,117	256
Greeley, Colo.	11,068	257
Ocala, Fla.	11,033	258
Muskegon, Mich.	10,814	259
Rochester, Minn.	10,713	260
Steubenville - Weirton, Ohio-W.Va.	10,686	261
Gadsden, Ala.	10,498	262
Chico, Cal.	10,465	263
St. Cloud, Minn.	10,442	264
Dothan, Ala.	10,287	265
Redding, Cal.	10,242	266
Wausau, Wisc.	10,231	267
Muncie, Ind.	10,179	268
Pittsfield, Mass.	10,049	269
Eau Claire, Wisc.	9,971	270
Janesville - Beloit, Wisc.	9,904	271
Jackson, Mich.	9,828	272
Athens, Ga.	9,757	273
Hagerstown, Md.	9,706	274
State College, Pa.	9,679	275
Florence, S.C.	9,631	276
Dubuque, Iowa	9,585	277
Owensboro, Ky.	9,552	278
Kokomo, Ind.	9,543	279
St. Joseph, Mo.	9,501	280
Kankakee, Ill.	9,393	281
Anniston, Ala.	9,251	282
Laredo, Tex.	9,109	283
Danville, Va.	9,090	284
La Crosse, Wisc.	9,048	285
Alexandria, La.	8,959	286
Bellingham, Wash.	8,865	287
Anderson, Ind.	8,839	288
Cumberland, Md.	8,784	289
Charlottesville, Va.	8,592	290
Enid, Okla.	8,502	291
Sharon, Pa.	8,443	292
Bismarck, N.D.	8,320	293
Lewiston - Auburn, Me.	8,103	294
Bremerton, Wash.	7,933	295
Sherman - Denison, Tex.	7,842	296
Bryan - College Station, Tex.	7,729	297
Las Cruces, N.M.	7,729	297
Bloomington - Normal, Ill.	7,724	299
Battle Creek, Mich.	7,715	300
Olympia, Wash.	7,593	301
Pascagoula, Miss.	7,570	302
Glens Falls, N.Y.	7,565	303
Kenosha, Wisc.	7,565	303
Columbia, Mo.	7,183	305
Williamsport, Pa.	7,095	306
Grand Forks, N.D.	7,016	307
Santa Fe, N.M.	6,993	308
Yuba City, Cal.	6,814	309
Elmira, N.Y.	6,387	310
Sheboygan, Wisc.	6,169	311
Bloomington, Ind.	6,131	312
Pine Bluff, Ark.	6,053	313
Iowa City, Iowa	5,975	314
Lawrence, Kans.	3,232	315
Total Above Areas	**20,339,659**	
Percent of U.S.	**84.6200**	
U.S. Total	**24,036,460**	

Data in this *Survey of Buying Power—Part II* have been organized into six sections. The black index tabs along the right-hand edge of the book provide easy access to each section.

Section C

S&MM's

1988 PROJECTIONS for U.S. METROPOLITAN MARKETS



Legislation changes designation

In an announcement made only hours before this issue went to press, the Office of Management and Budget (OMB) redefined the former **St. Louis-East St. Louis-Alton** consolidated area **(CMSA)** as a single Metropolitan Statistical Area **(MSA).** This is a change in definition only and does not affect the market's geographical makeup. Data for the former consolidated area are identical to the data assigned to the new MSA. CMSA data are listed on page 81 of this issue and on page C-114 of the July 23 *Survey of Buying Power*. In terms of metro market rankings, the newly designated MSA is now the tenth-largest such area, just ahead of Atlanta.

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
STATE S&MM METRO AREA County	12/31/83 Total Pop. (Thous.)	12/31/88 Total Pop. (Thous.)	% Change 1983–1988	12/31/88 Total House-holds (Thous.)	% Change 1983–1988	1988 Total EBI ($000)	% Change 1983–1988	Average Household EBI		1988 Total Retail Sales ($000)	% Change 1983–1988	Retail Sales Per Household			
								1983	1988			1983	1988	1983	1988
	1		2	3	4	5	6	7		8	9	10		11	

1 Updated from the 1980 Census of Population and Housing, **Total Population** is a head-count estimate of all **persons** living in the metropolitan market at the end of the year. It includes persons living in colleges and hospitals, and armed forces personnel (and their dependents) permanently assigned to the area, but excludes tourists and transients. The **projected 1988 population** is based upon expected trends in births, deaths, outmigration, and inmigration.

2 Percent Change between 12/31/83 and 12/31/88, with 1983 as the base year, of a market's total population. A minus sign indicates a decline.

3 Households are units made up of families or unrelated individuals occupying a house, apartment, or other group of rooms, or a room regarded as a housing unit under the rules of the 1980 Census of Population and Housing. The members of a household need not be related, and a single person living alone in a housing unit is also counted as a household. The projection is based upon population trends that will affect household size.

4 Percent Change between 12/31/83 and 12/31/88, with 1983 as the base year, of a market's total households. A minus sign indicates a decline.

5 Effective Buying Income (EBI), a classification developed exclusively by Sales & Marketing Management, is personal income less personal tax and nontax payments. Personal income is the aggregate of wages and salaries, other labor income (such as employer contributions to private pension funds), proprieters' income, rental income (which includes imputed rental income of owner-occupants of nonfarm dwellings), dividends paid by corporations, personal interest income from all sources, and transfer payments (such as pensions and welfare assistance). Deducted from this total are personal taxes (federal, state, and local), nontax payments (such as fines, fees, penalties), and personal contributions for social insurance. The resultant figure is commonly known as "disposable personal income." Compensation paid to military, diplomatic, and business personnel stationed overseas is deducted from this total to arrive at Effective Buying Income. EBI for 1988 is stated in current dollars.

Effective Buying Income is a bulk measurement of market potential. It indicates the general ability to buy and is essential in comparing, selecting, and grouping markets on that basis. But for products that appeal to specific income classes, the percent of households by Effective Buying Income groups, as reported in the July 23 *Survey of Buying Power*, should be considered.

6 Percent Change between 1983 and 1988, with 1983 as the base year, of a market's total EBI. A minus sign indicates a decline.

7 Average Household Effective Buying Income (EBI) is calculated by dividing the number of households into total EBI. Often used as an indicator of market quality, but it can be misleading where there is a disproportionate share of institutional population (for example, students or armed forces) in quarters not considered households. Because their income is included in the total EBI, an average EBI per household could be deceptively higher than the average of the area's actual household population.

8 Total Retail Sales are net sales (minus refunds and allowances for returns) of establishments engaged primarily in retail trade. Retail sales by such nonretailers as wholesalers and service establishments are not counted. In line with new Census Bureau policy, they no longer include: (1) sales and other taxes collected from customers, and (2) carrying charges or other charges for credit. Although retail sales are often used to gauge the purchasing power of the residents in a market, they are only an approximation because the market's volume may be affected by the movement of shoppers to and from adjacent areas as well as by the purchases of nonhousehold units, such as businesses, and by inhabitants of group quarters. Retail sales for 1988 are stated in current dollars.

9 Percent Change between 1983 and 1988, with 1983 as the base year, of a market's total retail sales. A minus sign indicates a decline in retail sales.

10 Retail Sales Per Household is a mathematical average calculated by dividing the market's total households into total retail sales. However, it should be used with caution because retail sales can include purchases by nonhousehold units within the market (such as businesses and residents of group quarters) as well as by households not domiciled within the market.

11 Buying Power Index (BPI) is a weighted index that converts three basic elements—population, EBI, and retail sales—into a measurement of a market's ability to buy, and expresses it as a percentage of the U.S. potential. It is calculated by giving a weight of 5 to the market's share of total U.S. EBI, 3 to its share of total U.S. retail sales, and 2 to its share of total U.S. population. The total of those weighted percents is then divided by 10 to arrive at the BPI. However, depending upon what your research has revealed about buyers of your products, you can construct your own customized BPI by using any of the factors contained in the tables and assigning to them what you think are relevant weights.

SUMMARY OF S&MM's PROJECTIONS BY REGION AND STATE

S&MM ESTIMATES			POPULATION			$$	EFFECTIVE BUYING INCOME				RETAIL SALES			BUYING POWER INDEX	
REGION State	12/31/83 Total Pop. (Thous.)	12/31/88 Total Pop. (Thous.)	% Change 1983–1988	12/31/88 Total House-holds (Thous.)	% Change 1983–1988	1988 Total EBI ($000)	% Change 1983–1988	Average Household EBI 1983	Average Household EBI 1988	1988 Total Retail Sales ($000)	% Change 1983–1988	Retail Sales Per Household 1983	Retail Sales Per Household 1988	1983	1988
NEW ENGLAND	**12,499.9**	**12,746.5**	**2.0**	**4,771.7**	**5.1**	**209,420,915**	**56.3**	**29,510**	**43,888**	**117,326,528**	**57.5**	**16,412**	**24,588**	**5.8219**	**5.7104**
Connecticut	3,133.1	3,170.2	1.2	1,171.7	4.0	60,892,316	55.4	34,763	51,969	29,542,088	56.1	16,791	25,213	1.5857	1.5445
Maine	1,154.2	1,192.4	3.3	447.8	6.8	15,539,036	61.4	22,977	34,701	10,929,502	61.2	16,174	24,407	.4761	.4790
Massachusetts	5,764.9	5,840.8	1.3	2,203.9	4.6	95,196,397	54.2	29,293	43,195	53,977,564	55.8	16,441	24,492	2.6911	2.6098
New Hampshire	964.5	1,025.9	6.4	377.7	9.2	15,621,002	64.5	27,460	41,358	10,030,527	64.1	17,672	26,557	.4403	.4523
Rhode Island	954.3	965.4	1.2	366.0	4.4	14,870,319	58.4	26,785	40,629	7,791,469	58.6	14,017	21,288	.4068	.4016
Vermont	528.9	551.8	4.3	204.6	7.6	7,301,845	60.4	23,938	35,688	5,055,378	61.2	16,488	24,709	.2219	.2232
MIDDLE ATLANTIC ...	**37,141.9**	**37,789.0**	**1.7**	**14,166.5**	**4.4**	**604,073,647**	**52.6**	**29,184**	**42,641**	**269,407,476**	**52.7**	**13,000**	**19,017**	**16.1142**	**15.4550**
New Jersey	7,484.6	7,661.9	2.4	2,813.4	5.4	136,341,183	56.5	32,662	48,461	63,050,769	55.8	15,170	22,411	3.5295	3.4542
New York	17,740.7	18,100.9	2.0	6,789.0	4.2	288,491,225	50.1	29,491	42,494	123,607,480	51.6	12,513	18,207	7.6953	7.3047
Pennsylvania	11,916.6	12,026.2	.9	4,564.1	4.2	179,241,239	53.[illegible]	26,609	39,272	82,749,227	52.2	12,403	18,130	4.8894	4.6961
EAST NORTH CENTRAL	**41,700.3**	**42,068.3**	**.9**	**15,715.2**	**3.7**	**640,944,471**	**55.1**	**27,270**	**40,785**	**302,800,037**	**51.9**	**13,161**	**19,268**	**17.4524**	**16.8268**
Illinois	11,511.2	11,605.7	.8	4,398.1	4.0	190,650,908	54.9	29,113	43,348	85,834,959	52.1	13,346	19,516	5.0462	4.8648
Indiana	5,526.3	5,611.9	1.5	2,019.1	3.0	76,988,783	55.3	25,273	38,130	40,542,194	53.0	13,511	20,079	2.2033	2.1326
Michigan	9,129.3	9,161.7	.4	3,324.7	2.9	139,500,468	54.1	28,023	41,959	67,046,475	50.1	13,825	20,166	3.8476	3.6810
Ohio	10,767.4	10,807.7	.4	4,138.5	3.6	160,575,634	55.1	25,906	38,800	76,963,251	51.6	12,702	18,597	4.4198	4.2548
Wisconsin	4,766.1	4,881.3	2.4	1,834.8	5.7	73,228,678	57.5	26,776	39,911	32,413,158	53.8	12,133	17,666	1.9355	1.8936
WEST NORTH CENTRAL	**17,519.1**	**18,087.2**	**3.2**	**6,841.7**	**5.6**	**265,915,705**	**57.0**	**26,136**	**38,867**	**139,723,593**	**55.4**	**13,873**	**20,422**	**7.3963**	**7.2566**
Iowa	2,934.0	2,961.3	.9	1,152.7	4.0	43,514,068	54.5	25,408	37,750	22,256,366	52.5	13,166	19,308	1.2230	1.1779
Kansas	2,430.2	2,528.7	4.1	986.4	6.7	39,573,388	56.8	27,306	40,119	18,605,349	56.2	12,888	18,862	1.0492	1.0320
Minnesota	4,168.4	4,331.9	3.9	1,598.5	6.2	66,139,863	60.1	27,461	41,376	34,767,429	57.3	14,689	21,750	1.7999	1.7917
Missouri	4,990.3	5,153.2	3.3	1,937.4	5.1	72,084,551	56.2	25,030	37,207	40,510,962	55.0	14,173	20,910	2.0753	2.0291
Nebraska	1,603.4	1,649.9	2.9	624.8	5.1	24,046,067	55.4	26,037	38,486	12,509,698	54.2	13,653	20,022	.6736	.6553
North Dakota	687.0	733.9	6.8	266.8	9.1	10,857,921	58.9	27,938	40,697	5,380,897	57.4	13,978	20,168	.2915	.2909
South Dakota	705.8	728.3	3.2	275.1	6.1	9,699,847	57.3	23,768	35,259	5,692,892	57.3	13,951	20,694	.2838	.2797
SOUTH ATLANTIC	**39,131.4**	**42,090.2**	**7.6**	**15,677.2**	**10.1**	**599,738,161**	**63.7**	**25,724**	**38,255**	**319,078,272**	**62.4**	**13,802**	**20,353**	**16.1548**	**16.5333**
Delaware	608.3	625.0	2.7	226.2	5.1	10,183,214	60.0	29,566	45,019	4,844,636	57.2	14,317	21,417	.2661	.2643
District of Columbia .	618.4	594.5	−3.9	240.8	−2.9	11,966,501	49.1	32,347	49,695	4,532,084	48.2	12,330	18,821	.3021	.2810
Florida	10,815.5	12,244.4	13.2	4,830.7	15.0	182,214,261	70.3	25,469	37,720	99,845,561	69.0	14,067	20,669	4.7093	5.0257
Georgia	5,777.4	6,204.8	7.4	2,211.0	9.7	82,249,354	63.5	24,969	37,200	42,600,525	61.0	13,135	19,268	2.2398	2.2837
Maryland	4,327.7	4,491.6	3.8	1,627.0	6.4	74,031,617	56.8	30,865	45,502	36,485,508	55.6	15,332	22,425	1.9739	1.9380
North Carolina	6,120.3	6,438.5	5.2	2,390.5	8.7	82,417,090	62.3	23,087	34,477	46,745,760	62.2	13,103	19,555	2.3390	2.3708
South Carolina	3,306.8	3,539.9	7.0	1,262.8	10.8	42,077,261	64.6	22,430	33,321	22,195,278	62.3	12,003	17,576	1.1753	1.2042
Virginia	5,583.5	5,929.4	6.2	2,134.0	8.0	89,844,688	61.7	28,130	42,102	46,343,600	59.1	14,747	21,717	2.4037	2.4233
West Virginia	1,973.5	2,022.1	2.5	754.2	5.5	24,754,175	60.2	21,621	32,822	15,485,320	59.1	13,614	20,532	.7456	.7423
EAST SOUTH CENTRAL	**15,068.5**	**15,653.6**	**3.9**	**5,709.1**	**6.7**	**195,869,376**	**61.7**	**22,632**	**34,308**	**103,982,016**	**58.7**	**12,246**	**18,213**	**5.5365**	**5.5493**
Alabama	3,990.4	4,121.8	3.3	1,524.8	6.7	50,695,015	59.3	22,263	33,247	26,414,414	56.9	11,782	17,323	1.4475	1.4340
Kentucky	3,753.2	3,890.2	3.7	1,441.2	6.7	49,998,906	62.7	22,752	34,693	27,515,428	59.8	12,748	19,092	1.4135	1.4235
Mississippi	2,605.1	2,720.3	4.4	943.0	7.2	30,092,300	62.7	21,031	31,911	14,963,187	57.5	10,800	15,868	.8586	.8618
Tennessee	4,719.8	4,921.3	4.3	1,800.1	6.4	65,083,155	62.4	23,679	36,155	35,088,987	59.6	12,988	19,493	1.8169	1.8300
WEST SOUTH CENTRAL	**26,064.2**	**29,236.1**	**12.2**	**10,603.3**	**14.5**	**404,277,435**	**66.6**	**26,210**	**38,128**	**223,285,517**	**66.6**	**14,476**	**21,058**	**10.8098**	**11.3449**
Arkansas	2,350.1	2,446.9	4.1	889.2	5.4	27,197,378	57.5	20,466	30,586	16,465,486	56.9	12,430	18,517	.8355	.8249
Louisiana	4,471.7	4,850.0	8.5	1,755.7	12.1	65,369,224	66.2	25,125	37,233	31,728,573	63.4	12,398	18,072	1.7151	1.7746
Oklahoma	3,345.6	3,754.4	12.2	1,415.0	13.6	51,779,450	63.9	25,356	36,593	25,936,648	64.4	12,666	18,330	1.3611	1.4114
Texas	15,896.8	18,184.8	14.4	6,543.4	16.8	259,931,383	68.3	27,568	39,724	149,154,810	68.9	15,767	22,795	6.8981	7.3340
MOUNTAIN	**12,511.3**	**14,093.5**	**12.6**	**5,241.6**	**15.6**	**197,528,969**	**69.9**	**25,633**	**37,685**	**107,304,608**	**68.9**	**14,010**	**20,472**	**5.1642**	**5.4995**
Arizona	3,020.5	3,442.0	14.0	1,321.8	17.9	46,365,052	70.9	24,199	35,077	22,673,042	69.5	11,938	17,153	1.1771	1.2615
Colorado	3,183.5	3,592.7	12.9	1,401.5	16.0	57,958,753	70.7	28,095	41,355	28,662,734	69.9	13,961	20,451	1.4258	1.5251
Idaho	1,003.5	1,088.7	8.5	382.9	10.0	13,361,537	63.9	23,417	34,896	8,267,129	63.1	14,560	21,591	.3884	.3989
Montana	822.6	872.9	6.1	336.5	9.0	11,541,707	61.8	23,107	34,299	7,973,053	62.1	15,925	23,694	.3474	.3525
Nevada	904.6	1,049.8	16.1	430.7	20.1	17,377,775	78.7	27,116	40,348	10,643,527	77.5	16,726	24,712	.4372	.4877
New Mexico	1,416.7	1,570.8	10.9	567.6	14.3	19,613,475	65.9	23,817	34,555	11,394,399	65.4	13,875	20,075	.5484	.5717
Utah	1,642.4	1,892.8	15.2	579.8	15.2	21,917,528	70.9	25,487	37,802	12,101,843	69.9	14,157	20,872	.5949	.6397
Wyoming	517.5	583.8	12.8	220.8	16.1	9,393,142	70.7	28,938	42,541	5,588,881	70.3	17,265	25,312	.2450	.2624
PACIFIC	**33,887.7**	**36,824.1**	**8.7**	**13,935.2**	**10.9**	**598,766,172**	**61.6**	**29,473**	**42,968**	**301,966,167**	**61.8**	**14,844**	**21,669**	**15.5499**	**15.8242**
Alaska	499.6	586.3	17.4	204.2	20.2	10,743,269	71.4	36,898	52,612	5,373,564	72.2	18,364	26,315	.2559	.2773
California	25,332.3	27,662.6	9.2	10,437.8	11.2	458,027,469	61.1	30,287	43,887	227,227,372	61.7	14,968	21,770	11.8067	12.0041
Hawaii	1,033.4	1,135.6	9.9	370.7	13.6	17,375,428	64.8	32,331	46,872	8,864,697	65.3	16,438	23,913	.4498	.4662
Oregon	2,675.7	2,778.7	3.8	1,100.5	6.6	39,608,565	62.3	23,632	35,991	23,734,509	59.5	14,413	21,567	1.1271	1.1342
Washington	4,346.7	4,660.9	7.2	1,822.0	10.0	73,011,441	62.2	27,174	40,072	36,766,025	61.6	13,737	20,179	1.9104	1.9424
TOTAL UNITED STATES	**235,524.3**	**248,588.5**	**5.5**	**92,661.5**	**8.1**	**3,716,534,851**	**59.6**	**27,181**	**40,109**	**1,884,874,214**	**58.9**	**13,845**	**20,342**	**100.0000**	**100.0000**

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
STATE S&MM METRO AREA County	12/31/83 Total Pop. (Thous.)	12/31/88 Total Pop. (Thous.)	% Change 1983–1988	12/31/88 Total Households (Thous.)	% Change 1983–1988	1988 Total EBI ($000)	% Change 1983–1988	Average Household EBI 1983	Average Household EBI 1988	1988 Total Retail Sales ($000)	% Change 1983–1988	Retail Sales Per Household 1983	Retail Sales Per Household 1988	1983	1988
ALABAMA															
ANNISTON	**122.8**	**125.0**	**1.8**	**44.5**	**5.2**	**1,424,280**	**53.2**	**21,979**	**32,006**	**767,203**	**51.8**	**11,950**	**17,241**	**.0431**	**.0414**
Calhoun	122.8	125.0	1.8	44.5	5.2	1,424,280	53.2	21,979	32,006	767,203	51.8	11,950	17,241	.0431	.0414
BIRMINGHAM	**905.5**	**933.1**	**3.0**	**356.7**	**6.3**	**12,817,441**	**58.2**	**24,140**	**35,933**	**6,895,644**	**55.4**	**13,221**	**19,332**	**.3630**	**.3572**
Blount	39.1	42.5	8.7	15.4	10.8	342,962	39.3	17,711	22,270	124,693	47.5	6,084	8,097	.0107	.0099
Jefferson	675.0	678.7	.5	265.3	3.9	10,048,485	57.7	24,943	37,876	5,727,656	54.4	14,525	21,589	.2879	.2811
St. Clair	45.1	50.3	11.5	18.1	16.0	421,999	41.7	19,095	23,315	160,381	52.1	6,757	8,861	.0129	.0123
Shelby	75.1	87.1	16.0	30.5	20.1	1,248,778	82.6	26,921	40,944	418,316	79.1	9,195	13,715	.0270	.0304
Walker	71.2	74.5	4.6	27.4	7.9	755,217	49.4	19,904	27,563	464,598	52.4	12,004	16,956	.0245	.0235
DOTHAN	**125.8**	**133.2**	**5.9**	**48.4**	**9.5**	**1,529,097**	**58.3**	**21,854**	**31,593**	**868,431**	**58.2**	**12,419**	**17,943**	**.0453**	**.0453**
Dale	46.1	46.8	1.5	15.9	4.6	521,557	54.8	22,166	32,802	181,438	55.6	7,674	11,411	.0140	.0138
Houston	79.7	86.4	8.4	32.5	12.1	1,007,540	60.2	21,690	31,001	686,993	58.9	14,906	21,138	.0313	.0315
FLORENCE	**138.4**	**142.9**	**3.3**	**54.2**	**6.5**	**1,830,245**	**56.6**	**22,965**	**33,768**	**1,025,399**	**56.1**	**12,902**	**18,919**	**.0535**	**.0524**
Colbert	55.8	57.3	2.7	21.9	6.3	691,594	50.3	22,330	31,580	511,731	54.5	16,081	23,367	.0230	.0220
Lauderdale	82.6	85.6	3.6	32.3	6.6	1,138,651	60.6	23,396	35,252	513,668	57.8	10,741	15,903	.0305	.0304
GADSDEN	**104.3**	**105.7**	**1.3**	**40.3**	**4.9**	**1,016,511**	**33.6**	**19,811**	**25,224**	**655,441**	**41.9**	**12,032**	**16,264**	**.0368**	**.0325**
Etowah	104.3	105.7	1.3	40.3	4.9	1,016,511	33.6	19,811	25,224	655,441	41.9	12,032	16,264	.0368	.0325
HUNTSVILLE	**199.2**	**203.8**	**2.3**	**77.0**	**5.8**	**3,478,790**	**68.8**	**28,308**	**45,179**	**1,713,090**	**63.2**	**14,419**	**22,248**	**.0877**	**.0905**
Madison	199.2	203.8	2.3	77.0	5.8	3,478,790	68.8	28,308	45,179	1,713,090	63.2	14,419	22,248	.0877	.0905
MOBILE	**461.4**	**486.3**	**5.4**	**177.9**	**9.0**	**7,268,155**	**76.0**	**25,308**	**40,855**	**3,592,302**	**67.9**	**13,112**	**20,193**	**.1820**	**.1942**
Baldwin	84.4	92.6	9.7	34.4	13.5	1,327,903	81.0	24,219	38,602	649,219	74.3	12,290	18,873	.0324	.0357
Mobile	377.0	393.7	4.4	143.5	8.0	5,940,252	74.9	25,556	41,395	2,943,083	66.5	13,300	20,509	.1496	.1585
MONTGOMERY	**287.0**	**305.0**	**6.3**	**111.4**	**10.1**	**4,130,035**	**67.8**	**24,317**	**37,074**	**2,282,763**	**64.4**	**13,721**	**20,492**	**.1122**	**.1163**
Autauga	34.6	37.7	9.0	12.9	13.2	530,279	81.3	25,662	41,107	174,025	73.6	8,794	13,490	.0117	.0129
Elmore	46.8	50.2	7.3	17.3	11.6	477,579	45.9	21,117	27,606	160,085	52.0	6,795	9,253	.0136	.0129
Montgomery	205.6	217.1	5.6	81.2	9.3	3,122,177	69.6	24,778	38,450	1,948,653	64.7	15,922	23,998	.0869	.0905
TUSCALOOSA	**142.3**	**148.6**	**4.4**	**54.4**	**8.2**	**1,685,987**	**56.8**	**21,373**	**30,992**	**1,018,533**	**57.3**	**12,871**	**18,723**	**.0515**	**.0509**
Tuscaloosa	142.3	148.6	4.4	54.4	8.2	1,685,987	56.8	21,373	30,992	1,018,533	57.3	12,871	18,723	.0515	.0509
TOTAL METRO COUNTIES	**2,533.5**	**2,630.3**	**3.8**	**982.0**	**7.2**	**35,644,869**	**62.3**	**23,986**	**36,298**	**19,021,636**	**58.9**	**13,074**	**19,370**	**.9891**	**.9939**
TOTAL STATE	**3,990.4**	**4,121.8**	**3.3**	**1,524.8**	**6.7**	**50,695,015**	**59.3**	**22,263**	**33,247**	**26,414,414**	**56.9**	**11,782**	**17,323**	**1.4475**	**1.4340**
ALASKA															
ANCHORAGE	**217.5**	**256.0**	**17.7**	**95.4**	**20.8**	**5,128,413**	**70.1**	**38,159**	**53,757**	**2,751,090**	**70.9**	**20,376**	**28,837**	**.1240**	**.1334**
Anchorage	217.5	256.0	17.7	95.4	20.8	5,128,413	70.1	38,159	53,757	2,751,090	70.9	20,376	28,837	.1240	.1334
TOTAL METRO COUNTIES	**217.5**	**256.0**	**17.7**	**95.4**	**20.8**	**5,128,413**	**70.1**	**38,159**	**53,757**	**2,751,090**	**70.9**	**20,376**	**28,837**	**.1240**	**.1334**
TOTAL STATE	**499.6**	**586.3**	**17.4**	**204.2**	**20.2**	**10,743,269**	**71.4**	**36,898**	**52,612**	**5,373,564**	**72.2**	**18,364**	**26,315**	**.2559**	**.2773**
ARIZONA															
PHOENIX	**1,681.8**	**1,924.6**	**14.4**	**757.8**	**18.4**	**29,824,553**	**77.2**	**26,300**	**39,357**	**14,131,178**	**73.4**	**12,734**	**18,648**	**.7102**	**.7810**
Maricopa	1,681.8	1,924.6	14.4	757.8	18.4	29,824,553	77.2	26,300	39,357	14,131,178	73.4	12,734	18,648	.7102	.7810
TUCSON	**590.1**	**670.3**	**13.6**	**269.2**	**17.7**	**8,442,462**	**61.5**	**22,842**	**31,361**	**4,440,060**	**63.8**	**11,847**	**16,494**	**.2308**	**.2383**
Pima	590.1	670.3	13.6	269.2	17.7	8,442,462	61.5	22,842	31,361	4,440,060	63.8	11,847	16,494	.2308	.2383
TOTAL METRO COUNTIES	**2,271.9**	**2,594.9**	**14.2**	**1,027.0**	**18.2**	**38,267,015**	**73.5**	**25,390**	**37,261**	**18,571,238**	**71.0**	**12,501**	**18,083**	**.9410**	**1.0193**
TOTAL STATE	**3,020.5**	**3,442.0**	**14.0**	**1,321.8**	**17.9**	**46,365,052**	**70.9**	**24,199**	**35,077**	**22,673,042**	**69.5**	**11,938**	**17,153**	**1.1771**	**1.2615**
ARKANSAS															
FAYETTEVILLE - SPRINGDALE	**104.6**	**110.4**	**5.5**	**41.1**	**7.9**	**1,239,962**	**56.8**	**20,755**	**30,169**	**971,943**	**59.4**	**16,002**	**23,648**	**.0413**	**.0411**
Washington	104.6	110.4	5.5	41.1	7.9	1,239,962	56.8	20,755	30,169	971,943	59.4	16,002	23,648	.0413	.0411
FORT SMITH	**173.2**	**186.9**	**7.9**	**68.0**	**8.3**	**2,252,441**	**63.7**	**21,910**	**33,124**	**1,594,159**	**63.0**	**15,569**	**23,444**	**.0690**	**.0709**
Crawford	40.0	44.1	10.3	15.1	11.0	483,915	73.3	20,529	32,047	228,701	70.2	9,881	15,146	.0128	.0137
Sebastian	98.1	102.0	4.0	39.4	5.3	1,489,499	66.9	23,861	37,805	1,232,959	63.6	20,146	31,293	.0465	.0480
Sequoyah, Okla.	*35.1*	*40.8*	*16.2*	*13.5*	*14.4*	*279,027*	*36.5*	*17,320*	*20,669*	*132,499*	*47.4*	*7,620*	*9,815*	*.0097*	*.0092*
LITTLE ROCK - NORTH LITTLE ROCK	**494.9**	**521.5**	**5.4**	**189.2**	**6.5**	**7,647,259**	**67.5**	**25,710**	**40,419**	**4,240,583**	**62.8**	**14,671**	**22,413**	**.2060**	**.2125**
Faulkner	50.1	55.6	11.0	19.6	14.6	742,810	84.4	23,558	37,899	371,743	78.1	12,206	18,966	.0182	.0205
Lonoke	36.7	39.6	7.9	13.7	11.4	367,021	50.6	19,820	26,790	163,333	55.6	8,534	11,922	.0111	.0107
Pulaski	350.6	362.8	3.5	134.8	4.4	5,763,995	67.3	26,680	42,760	3,408,691	61.4	16,354	25,287	.1570	.1610
Saline	57.5	63.5	10.4	21.1	10.5	773,413	62.8	24,876	36,655	296,816	64.5	9,449	14,067	.0197	.0203
PINE BLUFF	**89.4**	**89.7**	**.3**	**30.5**	**.7**	**876,970**	**42.4**	**20,327**	**28,753**	**588,171**	**46.3**	**13,265**	**19,284**	**.0310**	**.0285**
Jefferson	89.4	89.7	.3	30.5	.7	876,970	42.4	20,327	28,753	588,171	46.3	13,265	19,284	.0310	.0285
TEXARKANA	**118.4**	**125.3**	**5.8**	**46.0**	**6.7**	**1,411,102**	**50.4**	**21,771**	**30,676**	**995,065**	**54.0**	**14,989**	**21,632**	**.0465**	**.0450**
Miller	38.3	39.0	1.8	13.9	1.5	470,194	61.8	21,212	33,827	313,815	58.3	14,469	22,577	.0145	.0145
Bowie, Tex.	*80.1*	*86.3*	*7.7*	*32.1*	*9.2*	*940,908*	*45.3*	*22,032*	*29,312*	*681,250*	*52.1*	*15,231*	*21,223*	*.0320*	*.0305*
TOTAL METRO COUNTIES	**913.9**	**955.6**	**4.6**	**345.6**	**5.8**	**12,611,163**	**63.2**	**23,664**	**36,491**	**7,938,873**	**60.3**	**15,166**	**22,971**	**.3689**	**.3734**
TOTAL STATE	**2,350.1**	**2,446.9**	**4.1**	**889.2**	**5.4**	**27,197,378**	**57.5**	**20,466**	**30,586**	**16,465,486**	**56.9**	**12,430**	**18,517**	**.8355**	**.8249**

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Sources: 1984 Scarborough Survey of the Phoenix market. Top 23 markets based on Sales & Marketing Management consolidated area definitions where available, otherwise PMSA. Metro coverage, Circulation '83/'84. Cost per thousand based on latest open line rates for SAU # 13.

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
STATE S&MM METRO AREA County	12/31/83 Total Pop. (Thous.)	12/31/88 Total Pop. (Thous.)	% Change 1983–1988	12/31/88 Total House-holds (Thous.)	% Change 1983–1988	1988 Total EBI ($000)	% Change 1983–1988	Average Household EBI 1983	Average Household EBI 1988	1988 Total Retail Sales ($000)	% Change 1983–1988	Retail Sales Per Household 1983	Retail Sales Per Household 1988	1983	1988
CALIFORNIA															
ANAHEIM - SANTA ANA	2,129.4	2,405.2	13.0	912.1	16.8	49,526,898	75.6	36,134	54,300	24,313,764	74.0	17,900	26,657	1.1396	1.2468
Orange	2,129.4	2,405.2	13.0	912.1	16.8	49,526,898	75.6	36,134	54,300	24,313,764	74.0	17,900	26,657	1.1396	1.2468
BAKERSFIELD	443.4	503.5	13.6	181.3	15.6	7,184,616	67.3	27,385	39,628	4,121,179	68.6	15,591	22,731	.1916	.2028
Kern	443.4	503.5	13.6	181.3	15.6	7,184,616	67.3	27,385	39,628	4,121,179	68.6	15,591	22,731	.1916	.2028
CHICO	160.3	183.1	14.2	74.6	16.0	2,129,047	51.6	21,836	28,540	1,113,800	56.6	11,060	14,930	.0617	.0611
Butte	160.3	183.1	14.2	74.6	16.0	2,129,047	51.6	21,836	28,540	1,113,800	56.6	11,060	14,930	.0617	.0611
FRESNO	555.2	612.5	10.3	224.2	13.7	8,833,619	65.1	27,139	39,401	4,512,625	63.7	13,983	20,128	.2318	.2399
Fresno	555.2	612.5	10.3	224.2	13.7	8,833,619	65.1	27.139	39,401	4,512,625	63.7	13,983	20,128	.2318	.2399
LOS ANGELES - LONG BEACH	7,719.1	8,068.0	4.5	2,957.0	4.6	128,084,500	51.1	29,986	43,316	63,402,718	52.3	14,730	21,442	3.5274	3.3814
Los Angeles	7,719.1	8,068.0	4.5	2,957.0	4.6	128,084,500	51.1	29,986	43,316	63,402,718	52.3	14,730	21,442	3.5274	3.3814
LOS ANGELES - ANAHEIM - RIVERSIDE CONSOLIDATED AREA	*12,189.9*	*13,170.6*	*8.0*	*4,843.1*	*9.2*	*216,821,032*	*58.9*	*30,789*	*44,769*	*106,967,349*	*59.6*	*15,118*	*22,087*	*5.6598*	*5.6790*
MODESTO	293.4	332.4	13.3	122.9	15.6	4,084,948	52.0	25,274	33,238	2,379,492	58.2	14,148	19,361	.1206	.1194
Stanislaus	293.4	332.4	13.3	122.9	15.6	4,084,948	52.0	25,274	33,238	2,379,492	58.2	14,148	19,361	.1206	.1194
OAKLAND	1,847.6	1,956.6	5.9	783.7	9.3	37,076,465	61.2	32,083	47,310	15,930,957	59.6	13,917	20,328	.9031	.9099
Alameda	1,142.1	1,183.1	3.6	479.7	6.8	20,674,837	54.4	29,822	43,100	10,117,186	55.5	14,485	21,091	.5490	.5344
Contra Costa	705.5	773.5	9.6	304.0	13.4	16,401,628	70.6	35,871	53,953	5,813,771	67.3	12,965	19,124	.3541	.3755
OXNARD - VENTURA	589.8	675.5	14.5	234.4	18.6	12,036,350	80.1	33,817	51,350	5,048,441	77.7	14,375	21,538	.2653	.2966
Ventura	589.8	675.5	14.5	234.4	18.6	12,036,350	80.1	33,817	51,350	5,048,441	77.7	14,375	21,538	.2653	.2966
REDDING	131.4	153.1	16.5	60.0	19.5	1,538,154	40.0	21,888	25,636	1,114,162	51.7	14,633	18,569	.0534	.0507
Shasta	131.4	153.1	16.5	60.0	19.5	1,538,154	40.0	21,888	25,636	1,114,162	51.7	14,633	18,569	.0534	.0507
RIVERSIDE - SAN BERNARDINO	1,751.6	2,021.9	15.4	739.6	17.7	27,173,284	61.2	26,810	36,741	14,202,426	65.6	13,642	19,203	.7275	.7542
Riverside	746.4	861.3	15.4	321.3	16.7	11,127,566	55.4	25,997	34,633	6,418,074	61.8	14,403	19,975	.3175	.3211
San Bernardino	1,005.2	1,160.6	15.5	418.3	18.4	16,045,718	65.5	27,443	38,359	7,784,352	68.9	13,048	18,609	.4100	.4331

Errata: July 23, 1984, Survey of Buying Power and Oct. 29, 1984, Survey of Buying Power—Part II

The following corrections should be made to the San Jose metro area totals and totals for Santa Clara County, CA:

12/31/83 estimates:

Population—1,367.9
Households—478.5
Effective Buying Income (EBI)—$17,473,917
EBI per household—$36,518
Buying Power Index (BPI)—.7337

12/31/88 projections:

Population—1,500.9
Households—568.3
Effective Buying Income (EBI)—$31,470,749
EBI per household—$55,377
Buying Power Index (BPI)—.8042

S&MM'S FOUR SURVEY ISSUES

Survey of Buying Power, published in July, includes the most current estimates of the demographic and socioeconomic factors of regions, states, metropolitan markets, counties, and cities.

Survey of Buying Power—Part II, published in October, rearranges the basic *Survey* data in terms of TV and newspaper markets so that markets can be evaluated in media terms; it also gives a five-year projection of metropolitan markets, as well as current data on merchandise line sales for several product categories.

Survey of Selling Costs, published in February, includes detailed information on the basic selling costs of the leading metropolitan markets in the U.S. and Canada, plus data on such marketing-related expenses as sales incentives, sales training, sales meetings, car rentals, and salespeople's compensation.

Survey of Industrial & Commercial Buying Power, published in April, provides data on 4-digit SIC Industries, both manufacturing and nonmanufacturing, as well as ranking of leading counties for the more than 400 customer industries listed that buy goods and services from consumer and industrial establishments.

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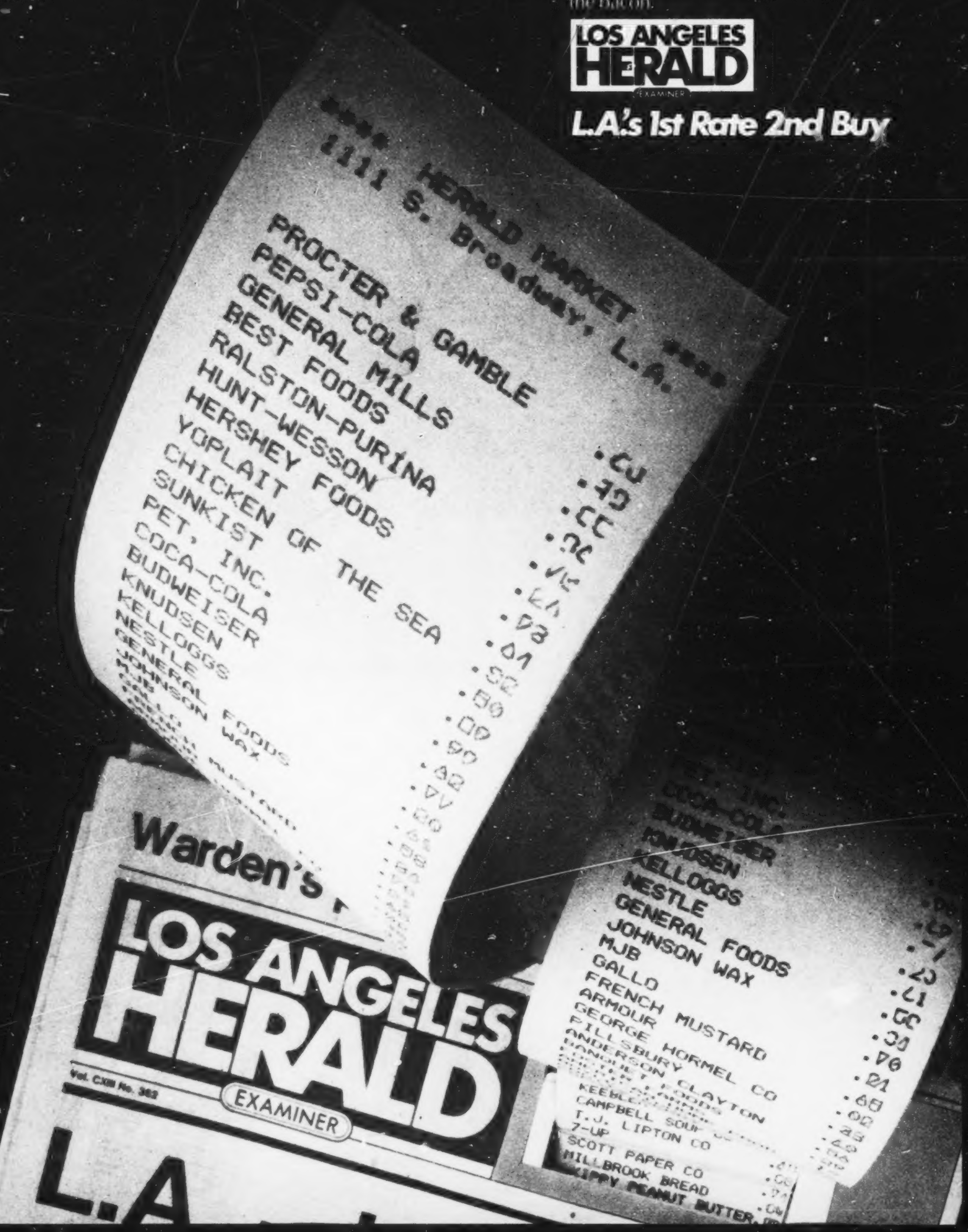

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S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES

STATE S&MM METRO AREA County	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
	12/31/83 Total Pop. (Thous.)	12/31/88 Total Pop. (Thous.)	% Change 1983–1988	12/31/88 Total Households (Thous.)	% Change 1983–1988	1988 Total EBI ($000)	% Change 1983–1988	Average Household EBI 1983	Average Household EBI 1988	1988 Total Retail Sales ($000)	% Change 1983–1988	Retail Sales Per Household 1983	Retail Sales Per Household 1988	1983	1988
CA (cont.)															
SACRAMENTO	1,217.5	1,381.9	13.5	560.4	17.2	21,517,661	63.0	27,600	38,397	11,486,184	66.0	14,471	20,496	.5616	.5836
El Dorado	103.4	127.6	23.4	49.5	24.7	1,744,737	63.7	26,842	35,247	917,993	71.0	13,523	18,545	.0452	.0484
Placer	135.6	160.9	18.7	61.9	22.3	2,394,261	65.0	28,675	38,679	1,349,244	71.1	15,587	21,797	.0626	.0667
Sacramento	857.3	961.3	12.1	397.2	16.1	15,739,279	64.9	27,888	39,626	8,320,411	66.1	14,636	20,948	.4042	.4215
Yolo	121.2	132.1	9.0	51.8	13.1	1,639,384	43.7	24,915	31,648	898,536	53.0	12,826	17,346	.0496	.0470
SALINAS - SEASIDE - MONTEREY	316.5	350.5	10.7	119.0	12.8	4,867,308	55.5	29,660	40,902	2,620,568	59.9	15,537	22,022	.1355	.1354
Monterey	316.5	350.5	10.7	119.0	12.8	4,867,308	55.5	29,660	40,902	2,620,568	59.9	15,537	22,022	.1355	.1354
SAN DIEGO	2,036.1	2,283.2	12.1	863.6	15.3	38,862,886	71.2	30,290	45,001	18,516,964	70.5	14,494	21,442	.9347	1.0014
San Diego	2,036.1	2,283.2	12.1	863.6	15.3	38,862,886	71.2	30,290	45,001	18,516,964	70.5	14,494	21,442	.9347	1.0014
SAN FRANCISCO	1,507.2	1,535.9	1.9	655.3	3.8	33,318,112	56.9	33,634	50,844	16,715,177	55.9	16,978	25,508	.8551	.8378
Marin	229.5	238.2	3.8	101.9	7.4	6,224,988	62.7	40,327	61,089	2,587,673	60.7	16,972	25,394	.1424	.1440
San Francisco	670.8	663.5	−1.1	296.4	−.6	13,571,297	54.7	29,416	45,787	7,163,154	51.9	15,809	24,167	.3645	.3500
San Mateo	606.9	634.2	4.5	257.0	7.8	13,521,827	56.5	36,245	52,614	6,964,350	58.4	18,441	27,099	.3482	.3438
SAN FRANCISCO - OAKLAND - SAN JOSE CONSOLIDATED AREA	*5,668.6*	*6,079.4*	*7.2*	*2,425.0*	*10.0*	*119,698,789*	*64.0*	*33,115*	*49,360*	*57,163,317*	*63.0*	*15,910*	*23,573*	*2.9354*	*3.0093*
SAN JOSE	1,390.9	1,526.1	9.7	577.9	13.5	31,931,117	71.8	36,521	55,254	16,091,098	69.9	18,604	27,844	.7568	.8084
Santa Clara	1,390.9	1,526.1	9.7	577.9	13.5	31,931,117	71.8	36,521	55,254	16,091,098	69.9	18,604	27,844	.7568	.8084
SANTA BARBARA - SANTA MARIA - LOMPOC	316.4	340.9	7.7	131.2	10.8	6,363,321	69.9	31,640	48,501	3,142,549	66.9	15,898	23,952	.1548	.1632
Santa Barbara	316.4	340.9	7.7	131.2	10.8	6,363,321	69.9	31,640	48,501	3,142,549	66.9	15,898	23,952	.1548	.1632
SANTA CRUZ	215.1	252.4	17.3	96.3	17.2	4,065,251	71.0	28,922	42,214	2,022,436	71.2	14,372	21,001	.0990	.1072
Santa Cruz	215.1	252.4	17.3	96.3	17.2	4,065,251	71.0	28,922	42,214	2,022,436	71.2	14,372	21,001	.0990	.1072
SANTA ROSA - PETALUMA	335.0	383.4	14.4	154.6	17.7	6,639,071	74.0	29,062	42,944	3,360,469	73.6	14,747	21,737	.1594	.1738
Sonoma	335.0	383.4	14.4	154.6	17.7	6,639,071	74.0	29,062	42,944	3,360,469	73.6	14,747	21,737	.1594	.1738
STOCKTON	379.2	422.9	11.5	158.3	14.2	5,684,481	58.2	25,931	35,910	2,983,585	60.9	13,380	18,848	.1562	.1579
San Joaquin	379.2	422.9	11.5	158.3	14.2	5,684,481	58.2	25,931	35,910	2,983,585	60.9	13,380	18,848	.1562	.1579
VALLEJO - FAIRFIELD - NAPA	372.8	425.0	14.0	157.2	17.8	6,668,773	67.8	29,791	42,422	3,043,180	70.5	13,377	19,359	.1620	.1722
Napa	106.2	115.9	9.1	44.7	11.8	2,325,940	76.9	32,875	52,034	852,776	71.4	12,441	19,078	.0498	.0541
Solano	266.6	309.1	15.9	112.5	20.4	4,342,833	63.3	28,470	38,603	2,190,404	70.2	13,777	19,470	.1122	.1181
VISALIA - TULARE - PORTERVILLE	272.9	311.2	14.0	103.0	14.2	2,628,328	33.6	21,804	25,518	1,825,037	47.3	13,736	17,719	.0967	.0895
Tulare	272.9	311.2	14.0	103.0	14.2	2,628,328	33.6	21,804	25,518	1,825,037	47.3	13,736	17,719	.0967	.0895
YUBA CITY	109.6	120.1	9.6	45.2	12.7	1,304,545	43.9	22,602	28,862	674,933	50.9	11,156	14,932	.0401	.0379
Sutter	57.0	63.6	11.6	24.1	14.8	698,994	39.2	23,904	29,004	377,690	49.4	12,042	15,672	.0219	.0205
Yuba	52.6	56.5	7.4	21.1	10.5	605,551	49.8	21,170	28,699	297,243	52.8	10,183	14,087	.0182	.0174
TOTAL METRO COUNTIES	24,090.4	26,245.3	8.9	9,911.8	11.0	441,518,735	61.4	30,625	44,545	218,621,744	61.8	15,123	22,057	11.3339	11.5311
TOTAL STATE	25,332.3	27,662.6	9.2	10,437.8	11.2	458,027,469	61.1	30,287	43,882	227,227,372	61.7	14,968	21,770	11.8067	12.0041

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In just a year, Sacramento has moved up three places to the 34th largest MSA* in households. And we've jumped seven spots to 32nd in Effective Buying Income. To keep up with this rapid growth, you need The Sacramento Bee. Fifty-four percent of all adult Sacramentans read The Bee yesterday and every morning we catch the eye of almost a half-million readers.**

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Source *1983 Sales & Marketing Management's Survey of Buying Power
**Simmons 1982

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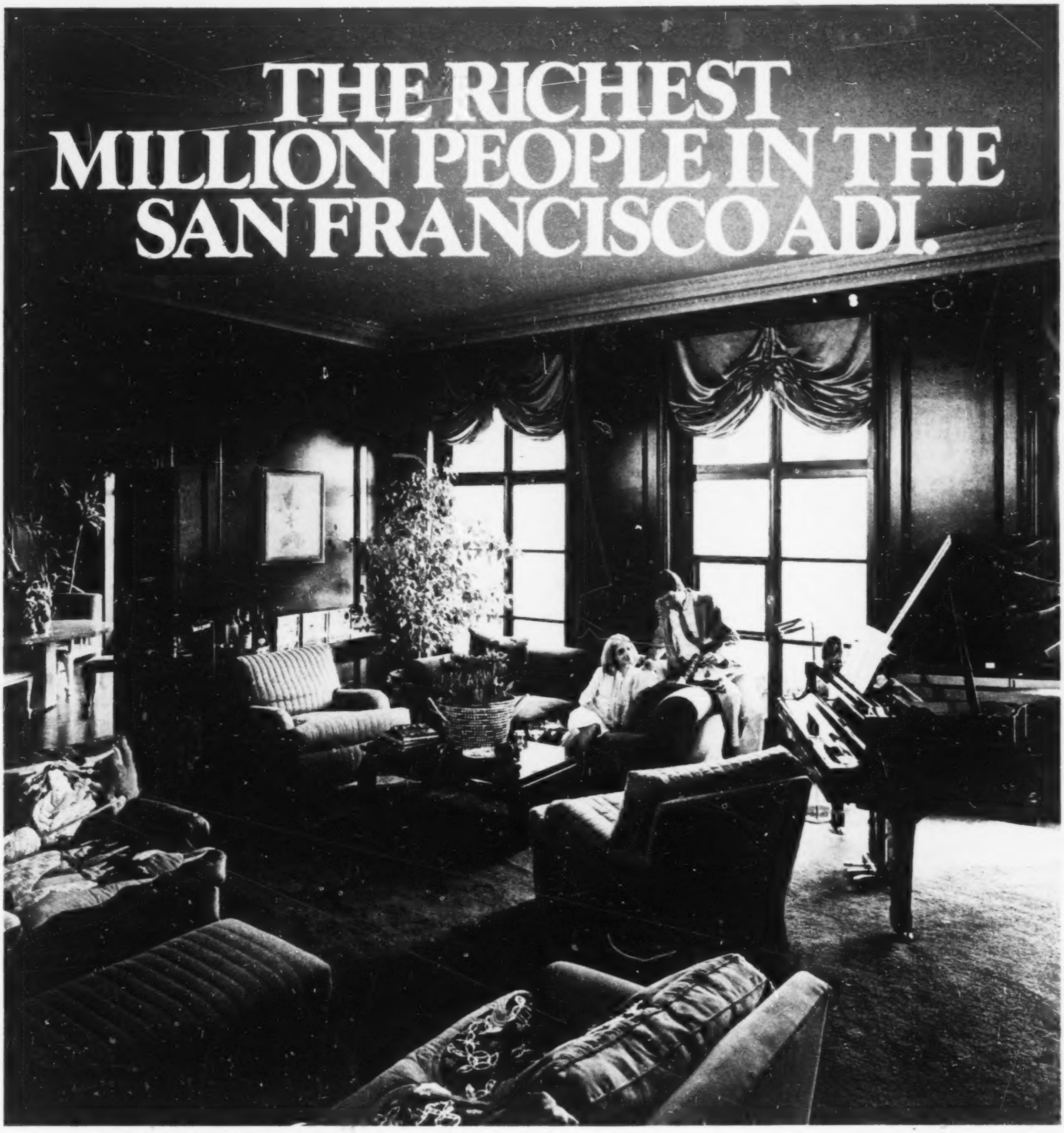

Santa Clara County's 1.4 million people have a median household EBI of $33,780.

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richest million people!

[1]Sources: Sales and Marketing Management Survey of Buying Power, 1984. San Jose "CMS," 1983, Belden Represented by KNIGHT-RIDDER NEWSPAPER SALES.

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES STATE S&MM METRO AREA County	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
	12/31/83 Total Pop. (Thous.)	12/31/88 Total Pop. (Thous.)	% Change 1983–1988	12/31/88 Total Households (Thous.)	% Change 1983–1988	1988 Total EBI ($000)	% Change 1983–1988	Average Household EBI 1983	Average Household EBI 1988	1988 Total Retail Sales ($000)	% Change 1983–1988	Retail Sales Per Household 1983	Retail Sales Per Household 1988	1983	1988
COLORADO															
BOULDER - LONGMONT	212.5	244.2	14.9	96.2	19.4	4,075,637	70.3	29,696	42,366	1,931,418	70.6	14,046	20,077	.0982	.1052
Boulder	212.5	244.2	14.9	96.2	19.4	4,075,637	70.3	29,696	42,366	1,931,418	70.6	14,046	20,077	.0982	.1052
COLORADO SPRINGS	337.7	374.6	10.9	140.6	15.2	5,457,497	69.6	26,372	38,816	2,841,923	69.0	13,784	20,213	.1403	.1488
El Paso	337.7	374.6	10.9	140.6	15.2	5,457,497	69.6	26,372	38,816	2,841,923	69.0	13,784	20,213	.1403	.1488
DENVER	1,580.1	1,792.4	13.4	721.2	16.5	33,334,242	75.3	30,711	46,221	15,751,983	73.4	14,680	21,841	.7717	.8434
Adams	270.6	306.4	13.2	113.3	17.0	4,792,614	75.8	28,167	42,300	2,685,707	74.0	15,948	23,704	.1205	.1319
Arapahoe	359.9	453.6	26.0	178.8	30.5	8,678,475	84.9	34,253	48,537	4,648,239	87.2	18,125	25,997	.1939	.2272
Denver	493.7	494.2	.1	227.3	3.4	8,991,620	56.7	26,114	39,558	4,244,699	54.2	12,527	18,674	.2347	.2283
Douglas	32.1	41.8	30.2	13.4	32.7	858,715	103.7	41,740	64,083	120,253	100.1	5,951	8,974	.0132	.0169
Jefferson	423.8	496.4	17.1	188.4	21.3	10,012,818	84.4	34,962	53,147	4,053,085	80.4	14,465	21,513	.2094	.2391
DENVER - BOULDER CONSOLIDATED AREA	*1,792.6*	*2,036.6*	*13.6*	*817.4*	*16.8*	*37,409,879*	*74.8*	*30,594*	*45,767*	*17,683,401*	*73.0*	*14,607*	*21,634*	*.8699*	*.9486*
FORT COLLINS - LOVELAND	171.8	203.0	18.2	77.1	21.4	2,947,874	75.0	26,533	38,234	1,476,558	74.1	13,358	19,151	.0721	.0795
Larimer	171.8	203.0	18.2	77.1	21.4	2,947,874	75.0	26,533	38,234	1,476,558	74.1	13,358	19,151	.0721	.0795
GREELEY	137.2	156.8	14.3	57.4	17.9	1,782,389	57.8	23,200	31,052	759,405	62.2	9,613	13,230	.0476	.0487
Weld	137.2	156.8	14.3	57.4	17.9	1,782,389	57.8	23,200	31,052	759,405	62.2	9,613	13,230	.0476	.0487
PUEBLO	126.7	128.2	1.2	49.2	4.2	1,580,733	43.1	23,407	32,129	820,517	45.5	11,949	16,677	.0488	.0447
Pueblo	126.7	128.2	1.2	49.2	4.2	1,580,733	43.1	23,407	32,129	820,517	45.5	11,949	16,677	.0488	.0447
TOTAL METRO COUNTIES	2,566.0	2,899.2	13.0	1,141.7	16.4	49,178,372	72.3	29,093	43,075	23,581,804	71.1	14,048	20,655	1.1787	1.2703
TOTAL STATE	3,183.5	3,592.7	12.9	1,401.5	16.0	57,958,753	70.7	28,095	41,355	28,662,734	69.9	13,961	20,451	1.4258	1.5251
CONNECTICUT															
BRIDGEPORT - STAMFORD - NORWALK - DANBURY	811.4	819.1	.9	295.4	3.1	18,011,737	52.9	41,091	60,974	8,599,359	54.2	19,464	29,111	.4628	.4450
Fairfield	811.4	819.1	.9	295.4	3.1	18,011,737	52.9	41,091	60,974	8,599,359	54.2	19,464	29,111	.4628	.4450
HARTFORD - NEW BRITAIN - MIDDLETOWN - BRISTOL	1,054.8	1,060.9	.6	397.0	3.7	19,525,579	52.5	33,461	49,183	9,797,631	54.3	16,595	24,679	.5249	.5040
Hartford	802.3	796.6	−.7	303.0	2.5	15,149,377	52.3	33,647	49,998	7,710,533	53.4	17,001	25,447	.4086	.3907
Middlesex	133.7	140.6	5.2	53.4	9.0	2,537,866	58.8	32,623	47,526	1,241,765	61.3	15,715	23,254	.0651	.0652
Tolland	118.8	123.7	4.1	40.6	-6.6	1,838,336	45.8	33,093	45,279	845,333	52.1	14,584	20,821	.0512	.0481
NEW HAVEN - WATERBURY - MERIDEN	765.7	772.5	.9	288.5	3.6	13,886,472	57.7	31,616	48,133	6,745,391	57.2	15,399	23,381	.3627	.3563
New Haven	765.7	772.5	.9	288.5	3.6	13,886,472	57.7	31,616	48,133	6,745,391	57.2	15,399	23,381	.3627	.3563
NEW LONDON - NORWICH	244.3	249.7	2.2	91.7	5.8	4,831,890	66.9	33,396	52,692	2,335,347	64.0	16,421	25,467	.1188	.1223
New London	244.3	249.7	2.2	91.7	5.8	4,831,890	66.9	33,396	52,692	2,335,347	64.0	16,421	25,467	.1188	.1223
TOTAL METRO COUNTIES	2,876.2	2,902.2	.9	1,072.6	3.7	56,255,678	55.0	35,072	52,448	27,477,728	55.7	17,053	25,618	1.4692	1.4276
TOTAL STATE	3,133.1	3,170.2	1.2	1,171.7	4.0	60,892,316	55.4	34,763	51,969	29,542,088	56.1	16,791	25,213	1.5857	1.5445
DELAWARE															
WILMINGTON	529.6	538.4	1.7	194.4	4.3	9,570,402	62.8	31,547	49,230	4,130,945	58.1	14,013	21,250	.2372	.2379
New Castle	400.0	402.6	.7	146.4	3.2	7,329,213	60.9	32,098	50,063	3,229,492	56.7	14,521	22,059	.1839	.1824
Cecil, Md.	*62.8*	*66.4*	*5.7*	*22.9*	*9.6*	*951,465*	*64.8*	*27,631*	*41,549*	*521,380*	*63.0*	*15,308*	*22,768*	*.0257*	*.0264*
Salem, N. J.	*66.8*	*69.4*	*3.9*	*25.1*	*6.4*	*1,289,724*	*72.4*	*31,699*	*51,383*	*380,073*	*64.1*	*9,814*	*15,142*	*.0276*	*.0291*
TOTAL METRO COUNTIES	400.0	402.6	.7	146.4	3.2	7,329,213	60.9	32,098	50,063	3,229,492	56.7	14,521	22,059	.1839	.1824
TOTAL STATE	608.3	625.0	2.7	226.2	5.1	10,183,214	60.0	29,566	45,019	4,844,636	57.2	14,317	21,417	.2661	.2643

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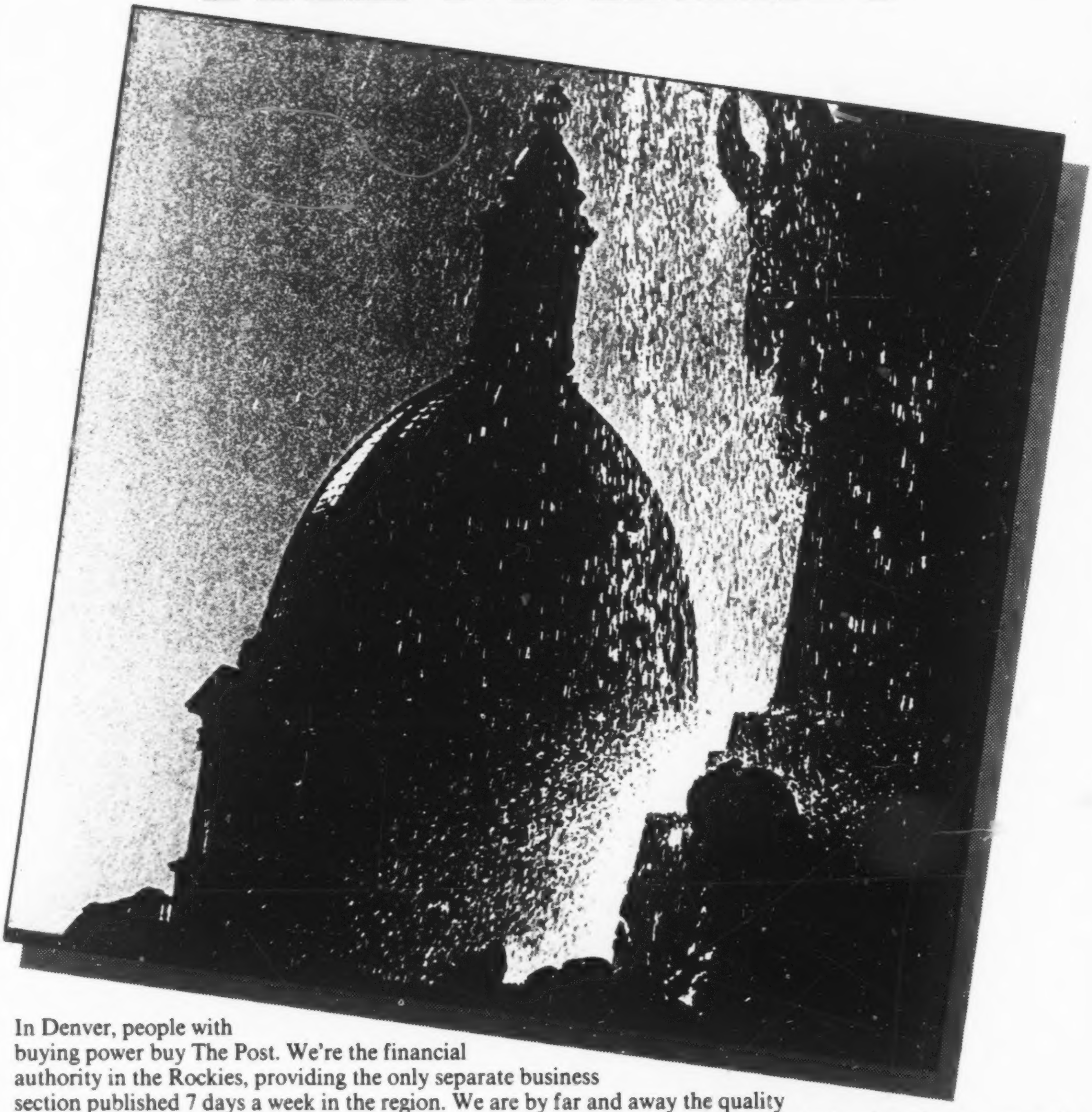

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S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
STATE S&MM METRO AREA County	12/31/83 Total Pop (Thous.)	12/31/88 Total Pop (Thous.)	% Change 1983–1988	12/31/88 Total Households (Thous.)	% Change 1983–1988	1988 Total EBI ($000)	% Change 1983–1988	Average Household EBI 1983	Average Household EBI 1988	1988 Total Retail Sales ($000)	% Change 1983–1988	Retail Sales Per Household 1983	Retail Sales Per Household 1988	1983	1988
DISTRICT OF COLUMBIA															
WASHINGTON	**3,363.0**	**3,526.5**	**4.9**	**1,319.0**	**6.7**	**74,666,839**	**63.7**	**36,875**	**56,609**	**33,661,920**	**61.2**	**16,888**	**25,521**	**1.7926**	**1.8242**
District of Columbia	618.4	594.5	-3.9	240.8	-2.9	11,966,501	49.1	32,347	49,695	4,532,084	48.2	12,330	18,821	.3021	.2810
Calvert, Md.	*40.3*	*47.3*	*17.4*	*15.3*	*19.5*	*562,128*	*54.1*	*28,497*	*36,740*	*132,161*	*59.8*	*6,460*	*8,638*	*.0132*	*.0135*
Charles, Md.	*82.7*	*96.9*	*17.2*	*29.8*	*20.2*	*1,164,826*	*54.9*	*30,316*	*39,088*	*504,020*	*61.8*	*12,564*	*16,913*	*.0311*	*.0315*
Frederick, Md.	*126.2*	*142.6*	*13.0*	*47.3*	*14.0*	*1,915,145*	*59.0*	*29,025*	*40,489*	*1,004,430*	*62.3*	*14,912*	*21,235*	*.0523*	*.0531*
Montgomery, Md.	*599.5*	*628.2*	*4.8*	*238.4*	*8.3*	*15,694,580*	*66.3*	*42,883*	*65,833*	*7,228,620*	*63.4*	*20,103*	*30,321*	*.3654*	*.3768*
Prince George's, Md.	*663.0*	*662.5*	*-.1*	*234.7*	*2.4*	*12,591,658*	*59.5*	*34,455*	*53,650*	*6,710,377*	*55.8*	*18,803*	*28,591*	*.3346*	*.3295*
Alexandria city, Va.	*105.2*	*107.8*	*2.5*	*54.1*	*3.6*	*2,988,319*	*64.8*	*34,795*	*55,237*	*1,499,704*	*59.7*	*18,023*	*27,721*	*.0716*	*.0729*
Arlington, Va.	*150.5*	*146.7*	*-2.5*	*71.3*	*-.6*	*4,273,184*	*58.8*	*37,525*	*59,932*	*1,668,718*	*53.5*	*15,162*	*23,404*	*.0981*	*.0958*
Fairfax, Va.	*646.5*	*719.4*	*11.3*	*267.4*	*15.1*	*17,467,671*	*77.7*	*42,325*	*65,324*	*6,902,102*	*75.0*	*16,982*	*25,812*	*.3657*	*.4028*
Fairfax city, Va.	*19.3*	*19.1*	*-1.0*	*7.1*	*.0*	*456,013*	*59.1*	*40,357*	*64,227*	*773,620*	*54.5*	*70,516*	*108,961*	*.0205*	*.0199*
Falls Church city, Va.	*9.1*	*9.3*	*2.2*	*4.3*	*.0*	*275,919*	*59.6*	*40,202*	*64,167*	*354,870*	*54.3*	*53,483*	*82,528*	*.0103*	*.0100*
Loudoun, Va.	*65.1*	*74.2*	*14.0*	*25.5*	*17.5*	*1,164,818*	*61.4*	*33,248*	*45,679*	*441,128*	*65.7*	*12,269*	*17,299*	*.0279*	*.0287*
Manassas city, Va.	*17.0*	*19.3*	*13.5*	*6.7*	*17.5*	*305,282*	*64.3*	*32,592*	*45,564*	*249,579*	*68.0*	*26,070*	*37,251*	*.0092*	*.0097*
Manassas Park city, Va.	*6.7*	*7.0*	*4.5*	*2.0*	*.0*	*67,048*	*28.8*	*26,029*	*33,524*	*36,296*	*38.0*	*13,147*	*18,148*	*.0024*	*.0020*
Prince William, Va.	*166.0*	*194.5*	*17.2*	*57.0*	*16.3*	*3,006,346*	*74.5*	*35,161*	*52,743*	*1,544,205*	*73.2*	*18,192*	*27,091*	*.0736*	*.0807*
Stafford, Va.	*47.5*	*57.2*	*20.4*	*17.3*	*21.0*	*767,401*	*72.8*	*31,047*	*44,358*	*80,006*	*77.0*	*3,161*	*4,625*	*.0146*	*.0163*
TOTAL METRO COUNTIES	**618.4**	**594.5**	**-3.9**	**240.8**	**-2.9**	**11,966,501**	**49.1**	**32,347**	**49,695**	**4,532,084**	**48.2**	**12,330**	**18,821**	**.3021**	**.2810**
TOTAL STATE	**618.4**	**594.5**	**-3.9**	**240.8**	**-2.9**	**11,966,501**	**49.1**	**32,347**	**49,695**	**4,532,084**	**48.2**	**12,330**	**18,821**	**.3021**	**.2810**
FLORIDA															
BRADENTON	**169.6**	**197.5**	**16.5**	**81.3**	**15.6**	**2,862,632**	**73.5**	**23,474**	**35,211**	**1,484,938**	**70.6**	**12,378**	**18,265**	**.0718**	**.0781**
Manatee	169.6	197.5	16.5	81.3	15.6	2,862,632	73.5	23,474	35,211	1,484,938	70.6	12,378	18,265	.0718	.0781
DAYTONA BEACH	**291.4**	**333.7**	**14.5**	**140.4**	**16.6**	**4,726,167**	**76.0**	**22,302**	**33,662**	**2,688,718**	**72.9**	**12,919**	**19,150**	**.1217**	**.1331**
Volusia	291.4	333.7	14.5	140.4	16.6	4,726,167	76.0	22,302	33,662	2,688,718	72.9	12,919	19,150	.1217	.1331
FORT LAUDERDALE - HOLLYWOOD - POMPANO BEACH	**1,121.0**	**1,259.4**	**12.3**	**524.7**	**13.2**	**22,592,746**	**71.3**	**28,460**	**43,058**	**12,321,595**	**68.6**	**15,775**	**23,483**	**.5632**	**.6013**
Broward	1,121.0	1,259.4	12.3	524.7	13.2	22,592,746	71.3	28,460	43,058	12,321,595	68.6	15,775	23,483	.5632	.6013
FORT MYERS - CAPE CORAL	**244.1**	**296.9**	**21.6**	**124.5**	**24.4**	**4,666,947**	**85.7**	**25,100**	**37,486**	**2,663,392**	**83.0**	**14,541**	**21,393**	**.1114**	**.1291**
Lee	244.1	296.9	21.6	124.5	24.4	4,666,947	85.7	25,100	37,486	2,663,392	83.0	14,541	21,393	.1114	.1291
FORT PIERCE	**181.8**	**223.5**	**22.9**	**89.7**	**25.6**	**3,054,325**	**77.0**	**24,164**	**34,050**	**1,576,394**	**77.6**	**12,433**	**17,574**	**.0750**	**.0841**
Martin	77.7	96.1	23.7	40.6	26.9	1,263,494	62.6	24,281	31,121	699,409	71.2	12,766	[illegible]	.0336	.0358
St. Lucie	104.1	127.4	22.4	49.1	24.6	1,790,831	88.8	24,068	36,473	876,985	83.0	12,163	17,861	.0414	.0483
FORT WALTON BEACH	**117.2**	**126.5**	**7.9**	**46.2**	**11.6**	**1,954,644**	**73.2**	**27,266**	**42,308**	**1,073,900**	**69.3**	**15,318**	**23,245**	**.0502**	**.0534**
Okaloosa	117.2	126.5	7.9	46.2	11.6	1,954,644	73.2	27,266	42,308	1,073,900	69.3	15,318	23,245	.0502	.0534
GAINESVILLE	**188.0**	**209.6**	**11.5**	**79.0**	**15.5**	**2,936,430**	**78.5**	**24,051**	**37,170**	**1,683,703**	**74.7**	**14,092**	**21,313**	**.0758**	**.0832**
Alachua	165.8	185.1	11.6	71.0	15.6	2,694,263	79.7	24,415	37,947	1,560,782	75.3	14,498	21,983	.0688	.0760
Bradford	22.2	24.5	10.4	8.0	14.3	242,167	65.9	20,859	30,271	122,921	66.8	10,527	15,365	.0070	.0072

The best-selling newspaper in Va. and Md. comes from Washington, D.C.

The Washington Metro Area (MSA) includes 32% of Virginia's buying power and 42% of Maryland's. And The Washington Post is so popular in the suburbs that it sells more copies in Maryland than any morning, evening *or* Sunday paper published there, and more in Virginia than any Virginia paper. ☐ For more information, call Nick Cannistraro,
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Source: S&MM "Survey of Buying Power" July 1984

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES STATE S&MM METRO AREA County	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
	12/31/83 Total Pop. (Thous.)	12/31/88 Total Pop. (Thous.)	% Change 1983–1988	12/31/88 Total House-holds (Thous.)	% Change 1983–1988	1988 Total EBI ($000)	% Change 1983–1988	Average Household EBI 1983	Average Household EBI 1988	1988 Total Retail Sales ($000)	% Change 1983–1988	Retail Sales Per Household 1983	Retail Sales Per Household 1988	1983	1988
FL (cont.)															
JACKSONVILLE	759.9	814.2	7.1	308.1	9.8	12,287,088	67.1	26,205	39,880	6,792,483	64.4	14,726	22,046	.3268	.3391
Clay	82.0	102.4	24.9	31.2	23.8	1,420,930	90.6	29,578	45,543	842,857	87.0	17,884	27,015	.0343	.0407
Duval	580.8	596.8	2.8	234.2	6.2	9,259,367	61.8	25,950	39,536	5,220,774	59.3	14,863	22,292	.2551	.2557
Nassau	37.9	44.9	18.5	15.7	22.7	570,340	76.2	25,291	36,327	221,836	76.6	9,816	14,130	.0133	.0150
St. Johns	59.2	70.1	18.4	27.0	22.2	1,036,451	84.4	25,433	38,387	507,016	82.1	12,600	18,778	.0241	.0277
LAKELAND - WINTER HAVEN	351.1	391.7	11.6	145.5	14.7	4,730,176	60.0	23,321	32,510	2,707,677	61.7	13,204	18,609	.1355	.1383
Polk	351.1	391.7	11.6	145.5	14.7	4,730,176	60.0	23,321	32,510	2,707,677	61.7	13,204	18,609	.1355	.1383
MELBOURNE - TITUSVILLE - PALM BAY	300.7	338.2	12.5	139.0	16.3	4,175,872	45.5	24,017	30,042	2,331,992	55.1	12,585	16,777	.1251	.1205
Brevard	300.7	338.2	12.5	139.0	16.3	4,175,872	45.5	24,017	30,042	2,331,992	55.1	12,585	16,777	.1251	.1205
MIAMI - HIALEAH	1,764.5	1,958.5	11.0	710.8	10.0	28,373,586	63.2	26,909	39,918	15,946,220	62.7	15,178	22,434	.7708	.7930
Dade	1,764.5	1,958.5	11.0	710.8	10.0	28,373,586	63.2	26,909	39,918	15,946,220	62.7	15,178	22,434	.7708	.7930
MIAMI - FORT LAUDERDALE CONSOLIDATED AREA	*2,885.5*	*3,217.9*	*11.5*	*1,235.5*	*11.4*	*50,966,332*	*66.7*	*27,557*	*41,252*	*28,267,815*	*65.2*	*15,427*	*22,880*	*1.3340*	*1.3943*
NAPLES	106.1	133.5	25.8	56.2	30.4	1,842,398	59.9	26,737	32,783	1,345,915	72.4	18,109	23,949	.0535	.0570
Collier	106.1	133.5	25.8	56.2	30.4	1,842,398	59.9	26,737	32,783	1,345,915	72.4	18,109	23,949	.0535	.0570
OCALA	145.3	175.9	21.1	68.5	24.3	1,887,224	70.4	20,105	27,551	1,175,126	73.9	12,266	17,155	.0533	.0583
Marion	145.3	175.9	21.1	68.5	24.3	1,887,224	70.4	20,105	27,551	1,175,126	73.9	12,266	17,155	.0533	.0583
ORLANDO	804.5	933.7	16.1	348.1	18.4	13,652,805	75.6	26,447	39,221	8,111,165	74.7	15,792	23,301	.3526	.3879
Orange	523.3	591.0	12.9	224.6	16.3	8,936,660	75.6	26,359	39,789	5,534,544	73.7	16,503	24,642	.2342	.2558
Osceola	64.0	80.8	26.3	30.9	28.2	974,862	87.1	21,625	31,549	519,915	86.2	11,589	16,826	.0238	.0279
Seminole	217.2	261.9	20.6	92.6	20.6	3,741,283	72.9	28,182	40,403	2,056,706	74.8	15,324	22,211	.0946	.1042
PANAMA CITY	104.9	114.7	9.3	43.7	13.2	1,000,008	32.5	19,556	22,883	974,119	48.4	17,001	22,291	.0417	.0382
Bay	104.9	114.7	9.3	43.7	13.2	1,000,008	32.5	19,556	22,883	974,119	48.4	17,001	22,291	.0417	.0382
PENSACOLA	306.5	328.9	7.3	120.4	11.0	5,018,444	74.3	26,540	41,681	2,629,570	68.5	14,381	21,840	.1272	.1359
Escambia	243.9	256.7	5.2	94.7	9.0	3,916,212	70.9	26,372	41,354	2,246,502	66.4	15,536	23,722	.1040	.1092
Santa Rosa	62.6	72.2	15.3	25.7	19.0	1,102,232	87.5	27,217	42,888	383,068	82.2	9,734	14,905	.0232	.0267
SARASOTA	233.5	274.1	17.4	123.7	19.2	4,362,644	68.9	24,878	35,268	2,625,245	70.7	14,818	21,223	.1142	.1225
Sarasota	233.5	274.1	17.4	123.7	19.2	4,362,644	68.9	24,878	35,268	2,625,245	70.7	14,818	21,223	.1142	.1225
TALLAHASSEE	204.6	224.6	9.8	82.9	13.1	3,095,870	70.0	24,837	37,345	1,751,387	69.2	14,118	21,127	.0828	.0876
Gadsden	42.3	43.4	2.6	13.3	4.7	277,517	26.6	17,261	20,866	146,941	36.8	8,459	11,048	.0111	.0096
Leon	162.3	181.2	11.6	69.6	14.9	2,818,353	76.0	26,425	40,494	1,604,446	73.0	15,304	23,052	.0717	.0780
TAMPA - ST. PETERSBURG - CLEARWATER	1,787.8	2,019.3	12.9	835.8	14.0	30,951,413	73.5	24,338	37,032	16,409,853	70.4	13,136	19,634	.7782	.8399
Hernando	57.4	74.4	29.6	31.4	34.2	830,546	83.7	19,321	26,451	401,064	89.1	9,064	12,773	.0199	.0235
Hillsborough	703.8	782.6	11.2	300.1	13.8	11,765,400	73.8	25,686	39,205	7,466,000	71.1	16,555	24,878	.3155	.3400
Pasco	233.3	285.5	22.4	118.0	21.4	3,513,694	81.4	19,931	29,777	1,280,535	79.3	7,350	10,852	.0794	.0906
Pinellas	793.3	876.8	10.5	386.3	10.8	14,841,773	71.1	24,883	38,420	7,262,254	67.4	12,438	18,800	.3634	.3858
WEST PALM BEACH - BOCA RATON - DELRAY BEACH	664.5	782.1	17.7	334.7	21.2	15,431,063	86.0	30,045	46,104	7,422,571	82.7	14,711	22,177	.3372	.3887
Palm Beach	664.5	782.1	17.7	334.7	21.2	15,431,063	86.0	30,045	46,104	7,422,571	82.7	14,711	22,177	.3372	.3887
TOTAL METRO COUNTIES	9,847.0	11,136.5	13.1	4,403.2	14.9	169,602,482	70.8	25,903	38,518	93,715,963	69.3	14,443	21,284	4.3680	4.6692
TOTAL STATE	10,815.5	12,244.4	13.2	4,830.7	15.0	182,214,261	70.3	25,469	37,720	99,845,561	69.0	14,067	20,669	4.7093	5.0257
GEORGIA															
ALBANY	117.1	123.0	5.0	41.2	6.5	1,490,844	57.9	24,404	36,186	840,775	54.9	14,029	20,407	.0437	.0433
Dougherty	103.2	107.1	3.8	36.3	5.8	1,271,210	55.1	23,900	35,020	829,088	54.7	15,628	22,840	.0398	.0389
Lee	13.9	15.9	14.4	4.9	11.4	219,634	76.2	28,331	44,823	11,687	69.9	1,563	2,385	.0039	.0044
ATHENS	137.2	149.8	9.2	54.4	10.3	1,821,612	62.6	22,719	33,486	1,044,189	62.5	13,034	19,195	.0518	.0532
Clarke	76.5	82.3	7.6	31.1	9.1	1,123,772	66.6	23,673	36,134	854,622	64.0	18,285	27,480	.0341	.0353
Jackson	26.9	28.7	6.7	9.7	5.4	303,273	53.9	21,419	31,265	146,031	54.4	10,280	15,055	.0089	.0088
Madison	19.5	22.0	12.8	7.7	14.9	164,149	36.5	17,943	21,318	21,811	48.3	2,195	2,833	.0046	.0043
Oconee	14.3	16.8	17.5	5.9	20.4	230,418	79.9	26,142	39,054	21,725	78.7	2,481	3,682	.0042	.0048
ATLANTA	2,320.0	2,564.0	10.5	952.4	13.4	41,920,957	71.9	29,039	44,016	20,779,502	67.8	14,751	21,818	1.0341	1.1012
Barrow	23.3	25.9	11.2	9.2	13.6	245,565	49.5	20,277	26,692	135,542	55.1	10,786	14,733	.0077	.0076
Butts	14.9	16.4	10.1	4.9	11.4	174,357	60.9	24,624	35,583	59,395	60.1	8,431	12,121	.0047	.0046
Cherokee	60.7	73.5	21.1	24.5	22.5	863,224	72.0	25,093	35,234	247,402	73.6	7,125	10,098	.0196	.0214
Clayton	166.5	188.8	13.4	67.1	17.1	2,989,097	78.4	29,235	44,547	1,864,482	75.8	18,508	27,787	.0768	.0851
Cobb	340.7	401.5	17.8	154.3	21.9	8,306,003	93.3	33,939	53,830	4,193,901	87.4	17,681	27,180	.1777	.2108
Coweta	41.7	45.2	8.4	15.8	10.5	527,846	55.7	23,715	33,408	257,867	58.6	11,373	16,321	.0150	.0148
De Kalb	503.5	530.1	5.3	202.6	8.9	8,823,476	57.4	30,113	43,551	5,168,964	58.6	17,515	25,513	.2455	.2436
Douglas	65.1	76.7	17.8	25.0	21.4	1,023,504	78.1	27,902	40,940	366,640	76.3	10,096	14,666	.0232	.0258
Fayette	37.8	48.4	28.0	16.5	32.0	917,392	103.6	36,040	55,600	130,472	96.7	5,306	7,907	.0145	.0184
Forsyth	32.3	38.2	18.3	13.7	22.3	500,598	75.0	25,534	36,540	144,374	75.8	7,333	10,538	.0110	.0121
Fulton	583.3	580.2	–.5	232.7	2.2	9,759,555	59.6	26,857	41,941	5,517,936	55.6	15,574	23,713	.2704	.2659
Gwinnett	213.5	270.0	26.5	95.5	31.0	4,520,773	93.2	32,102	47,338	1,424,385	91.5	10,201	14,915	.0873	.1052
Henry	41.6	48.9	17.5	16.5	20.4	583,002	61.6	26,336	35,333	159,250	65.6	7,021	9,652	.0138	.0143
Newton	37.6	41.7	10.9	13.7	12.3	472,608	62.8	23,790	34,497	205,660	62.5	10,376	15,012	.0127	.0131
Paulding	29.4	34.0	15.6	12.1	19.8	363,285	65.0	21,805	30,024	82,093	66.2	4,890	6,785	.0085	.0089
Rockdale	43.6	53.0	21.6	17.4	24.3	787,406	87.4	30,011	45,253	303,540	84.5	11,748	17,445	.0168	.0197
Spalding	50.7	54.3	7.1	18.6	8.8	655,362	67.6	22,870	35,235	364,748	63.5	13,045	19,610	.0184	.0190
Walton	33.8	37.2	10.1	12.3	12.8	407,904	66.3	22,500	33,163	152,851	65.3	8,483	12,427	.0105	.0109

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES STATE S&MM METRO AREA County	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
	12/31/83 Total Pop. (Thous.)	12/31/88 Total Pop. (Thous.)	% Change 1983–1988	12/31/88 Total House-holds (Thous.)	% Change 1983–1988	1988 Total EBI ($000)	% Change 1983–1988	Average Household EBI 1983	Average Household EBI 1988	1988 Total Retail Sales ($000)	% Change 1983–1988	Retail Sales Per Household 1983	Retail Sales Per Household 1988	1983	1988
GA (cont.)															
AUGUSTA	**365.5**	**395.5**	**8.2**	**139.7**	**10.6**	**5,380,990**	**70.4**	**24,997**	**38,518**	**2,740,655**	**64.9**	**13,162**	**19,618**	**.1410**	**.1476**
Columbia	48.3	59.6	23.4	20.6	27.2	792,428	80.8	27,048	38,467	202,345	80.4	6,924	9,823	.0164	.0186
McDuffie	19.5	20.6	5.6	7.3	7.4	165,302	32.2	18,394	22,644	120,954	40.7	12,642	16,569	.0066	.0058
Richmond	187.4	198.7	6.0	67.7	7.5	2,678,333	68.1	25,288	39,562	1,708,127	63.9	16,547	25,231	.0765	.0792
Aiken, S. C.	*110.3*	*116.6*	*5.7*	*44.1*	*9.4*	*1,744,927*	*74.4*	*24,833*	*39,568*	*709,229*	*68.2*	*10,466*	*16,082*	*.0415*	*.0440*
COLUMBUS	**237.0**	**239.8**	**1.2**	**81.3**	**2.9**	**2,666,143**	**46.9**	**22,969**	**32,794**	**1,577,519**	**47.7**	**13,518**	**19,404**	**.0860**	**.0801**
Chattahoochee	21.7	22.2	2.3	3.1	.0	302,656	60.2	60,935	97,631	10,909	54.6	2,276	3,519	.0060	.0060
Muscogee	168.5	170.9	1.4	61.0	3.0	1,899,159	44.1	22,264	31,134	1,363,780	47.3	15,644	22,357	.0660	.0609
Russell, Ala.	*46.8*	*46.7*	*–.2*	*17.2*	*3.0*	*464,328*	*50.9*	*18,421*	*26,996*	*202,830*	*50.5*	*8,068*	*11,792*	*.0140*	*.0132*
MACON – WARNER ROBINS	**273.0**	**285.1**	**4.4**	**101.6**	**6.9**	**4,176,048**	**67.7**	**26,217**	**41,103**	**2,187,613**	**60.7**	**14,330**	**21,532**	**.1110**	**.1138**
Bibb	151.7	153.3	1.1	55.6	3.0	2,061,580	59.0	24,012	37,079	1,432,697	55.8	17,030	25,768	.0640	.0628
Houston	82.8	89.7	8.3	31.4	12.1	1,543,882	78.2	30,944	49,168	609,435	72.0	12,656	19,409	.0346	.0377
Jones	18.5	21.0	13.5	7.1	16.4	286,315	76.9	26,540	40,326	33,328	71.1	3,194	4,694	.0054	.0060
Peach	20.0	21.1	5.5	7.5	8.7	284,271	71.6	24,007	37,903	112,153	65.2	9,836	14,954	.0070	.0073
SAVANNAH	**226.7**	**233.7**	**3.1**	**84.4**	**5.2**	**3,244,047**	**62.7**	**24,857**	**38,437**	**1,885,761**	**58.5**	**14,834**	**22,343**	**.0921**	**.0925**
Chatham	206.3	210.4	2.0	76.3	4.0	2,982,594	62.1	25,067	39,090	1,828,369	58.2	15,745	23,963	.0862	.0862
Effingham	20.4	23.3	14.2	8.1	19.1	261,453	70.2	22,596	32,278	57,392	68.8	4,999	7,085	.0059	.0063
TOTAL METRO COUNTIES	**3,628.8**	**3,942.0**	**8.6**	**1,433.6**	**11.2**	**59,595,977**	**68.4**	**27,452**	**41,571**	**30,644,721**	**64.4**	**14,461**	**21,376**	**1.5390**	**1.6064**
TOTAL STATE	**5,777.4**	**6,204.8**	**7.4**	**2,211.0**	**9.7**	**82,249,354**	**63.5**	**24,969**	**37,200**	**42,600,525**	**61.0**	**13,135**	**19,268**	**2.2398**	**2.2837**
HAWAII															
HONOLULU	**805.8**	**872.2**	**8.2**	**283.6**	**12.2**	**14,204,423**	**66.2**	**33,802**	**50,086**	**6,936,412**	**65.4**	**16,592**	**24,458**	**.3579**	**.3717**
Honolulu	805.8	872.2	8.2	283.6	12.2	14,204,423	66.2	33,802	50,086	6,936,412	65.4	16,592	24,458	.3579	.3717
TOTAL METRO COUNTIES	**805.8**	**872.2**	**8.2**	**283.6**	**12.2**	**14,204,423**	**66.2**	**33,802**	**50,086**	**6,936,412**	**65.4**	**16,592**	**24,458**	**.3579**	**.3717**
TOTAL STATE	**1,033.4**	**1,135.6**	**9.9**	**370.7**	**13.6**	**17,375,428**	**64.8**	**32,331**	**46,872**	**8,864,697**	**65.3**	**16,438**	**23,913**	**.4498**	**.4662**
IDAHO															
BOISE	**190.6**	**215.0**	**12.8**	**82.8**	**16.1**	**3,289,113**	**73.3**	**26,624**	**39,724**	**2,155,385**	**72.8**	**17,496**	**26,031**	**.0884**	**.0958**
Ada	190.6	215.0	12.8	82.8	16.1	3,289,113	73.3	26,624	39,724	2,155,385	72.8	17,496	26,031	.0884	.0958
TOTAL METRO COUNTIES	**190.6**	**215.0**	**12.8**	**82.8**	**16.1**	**3,289,113**	**73.3**	**26,624**	**39,724**	**2,155,385**	**72.8**	**17,496**	**26,031**	**.0884**	**.0958**
TOTAL STATE	**1,003.5**	**1,088.7**	**8.5**	**382.9**	**10.0**	**13,361,537**	**63.9**	**23,417**	**34,896**	**8,267,129**	**63.1**	**14,560**	**21,591**	**.3884**	**.3989**
ILLINOIS															
ALTON – GRANITE CITY	**267.3**	**265.6**	**–.6**	**102.2**	**2.5**	**3,378,330**	**37.3**	**24,674**	**33,056**	**1,832,070**	**42.0**	**12,940**	**17,926**	**.1080**	**.0959**
Jersey	21.4	22.5	5.1	7.8	6.8	212,939	29.2	22,577	27,300	87,597	41.4	8,488	11,230	.0069	.0061
Madison	245.9	243.1	–1.1	94.4	2.2	3,165,391	37.9	24,840	33,532	1,744,473	42.0	13,291	18,480	.1011	.0898
AURORA – ELGIN	**329.6**	**348.2**	**5.6**	**125.9**	**9.1**	**6,088,188**	**63.1**	**32,354**	**48,357**	**2,927,658**	**59.7**	**15,884**	**23,254**	**.1543**	**.1564**
Kane	289.1	303.2	4.9	109.9	8.4	5,370,355	63.6	32,376	48,866	2,793,433	59.7	17,249	25,418	.1392	.1410
Kendall	40.5	45.0	11.1	16.0	14.3	717,833	59.3	32,196	44,865	134,225	59.7	6,005	8,389	.0151	.0154
BLOOMINGTON – NORMAL	**123.9**	**129.8**	**4.8**	**49.2**	**8.8**	**2,153,116**	**63.8**	**29,078**	**43,763**	**1,072,598**	**59.7**	**14,859**	**21,801**	**.0558**	**.0565**
McLean	123.9	129.8	4.8	49.2	8.8	2,153,116	63.8	29,078	43,763	1,072,598	59.7	14,859	21,801	.0558	.0565
CHAMPAIGN – URBANA – RANTOUL	**168.8**	**168.1**	**–.4**	**62.8**	**3.0**	**2,424,982**	**48.0**	**26,866**	**38,614**	**1,376,484**	**48.0**	**15,243**	**21,919**	**.0731**	**.0681**
Champaign	168.8	168.1	–.4	62.8	3.0	2,424,982	48.0	26,866	38,614	1,376,484	48.0	15,243	21,919	.0731	.0681
CHICAGO	**6,028.5**	**5,976.6**	**–.9**	**2,263.6**	**2.3**	**103,547,806**	**53.6**	**30,481**	**45,745**	**46,987,184**	**51.0**	**14,069**	**20,758**	**2.7460**	**2.6217**
Cook	5,148.0	4,993.3	–3.0	1,900.9	.2	81,179,979	47.4	29,024	42,706	36,830,447	45.5	13,339	19,375	2.2598	2.0800
Du Page	719.7	804.6	11.8	293.6	15.6	19,190,957	83.0	40,607	64,270	8,881,980	76.2	19,522	29,745	.4136	.4643
McHenry	160.8	178.7	11.1	64.1	14.9	3,176,870	71.5	33,194	49,561	1,274,757	67.1	13,672	19,887	.0726	.0774
CHICAGO – GARY – LAKE COUNTY CONSOLIDATED AREA	*7,965.4*	*8,007.6*	*.5*	*2,966.6*	*3.5*	*137,573,086*	*55.4*	*30,891*	*46,374*	*60,963,332*	*52.2*	*13,981*	*20,550*	*3.5895*	[illegible]
DAVENPORT – ROCK ISLAND – MOLINE	**388.7**	**394.2**	**1.4**	**153.4**	**4.8**	**7,000,637**	**60.1**	**29,874**	**45,636**	**3,166,365**	**54.9**	**13,960**	**20,641**	**.1785**	**.1763**
Henry	57.4	56.5	–1.6	21.7	2.4	951,435	58.7	28,279	43,845	362,827	52.4	11,231	16,720	.0238	.0231
Rock Island	165.9	165.0	–.5	65.4	2.5	3,333,269	65.1	31,654	50,967	1,362,835	56.1	13,682	20,838	.079[illegible]	.0799
Scott, Iowa	*165.4*	*172.7*	*4.4*	*66.3*	*8.0*	*2,715,933*	*54.8*	*28,576*	*40,964*	*1,440,703*	*54.5*	*15,190*	*21,730*	*.0753*	*.0733*
DECATUR	**132.0**	**132.5**	**.4**	**52.7**	**3.9**	**2,409,868**	**64.4**	**28,918**	**45,728**	**1,036,251**	**56.5**	**13,062**	**19,663**	**.0594**	**.0595**
Macon	132.0	132.5	.4	52.7	3.9	2,409,868	64.4	28,918	45,728	1,036,251	56.5	13,062	19,663	.0594	.0595
EAST ST. LOUIS – BELLEVILLE	**296.5**	**290.3**	**–2.1**	**106.4**	**.9**	**3,974,484**	**51.2**	**24,935**	**37,354**	**1,910,638**	**47.4**	**12,296**	**17,957**	**.1144**	**.1074**
Clinton	34.1	36.1	5.9	12.8	8.5	511,399	68.3	25,754	39,953	172,887	62.1	9,036	13,507	.0121	.0126
St. Clair	262.4	254.2	–3.1	93.6	.0	3,463,085	49.0	24,832	36,999	1,737,751	46.1	12,707	18,566	.1023	.0948
JOLIET	**381.5**	**417.1**	**9.3**	**141.0**	**12.5**	**6,806,595**	**68.7**	**32,209**	**48,274**	**2,031,442**	**63.5**	**9,915**	**14,407**	**.1504**	**.1574**
Grundy	32.0	33.9	5.9	12.7	8.5	478,492	46.4	27,933	37,677	213,215	48.9	12,242	16,789	.0134	.0125
Will	349.5	383.2	9.6	128.3	12.9	6,328,103	70.6	32,649	49,323	1,818,227	65.4	9,676	14,172	.1370	.1449
KANKAKEE	**104.5**	**106.4**	**1.8**	**39.3**	**5.4**	**1,564,807**	**58.6**	**26,443**	**39,817**	**763,057**	**54.7**	**13,222**	**19,416**	**.0426**	**.0418**
Kankakee	104.5	106.4	1.8	39.3	5.4	1,564,807	58.6	26,443	39,817	763,057	54.7	13,222	19,416	.0426	.0418
LAKE COUNTY	**467.1**	**499.6**	**7.0**	**171.0**	**11.0**	**10,616,925**	**72.6**	**39,926**	**62,087**	**3,939,151**	**65.9**	**15,410**	**23,036**	**.2318**	**.2457**
Lake	467.1	499.6	7.0	171.0	11.0	10,616,925	72.6	39,926	62,087	3,939,151	65.9	15,410	23,036	.2318	.2457
PEORIA	**370.9**	**381.0**	**2.7**	**146.5**	**6.2**	**7,005,385**	**65.4**	**30,684**	**47,818**	**3,347,428**	**58.4**	**13,940**	**20,802**	**.1710**	**.1735**
Peoria	200.3	204.0	1.8	80.1	5.4	3,858,170	66.4	30,505	48,167	1,845,107	58.5	15,315	23,035	.0962	.0977
Tazewell	135.5	139.5	3.0	52.9	6.0	2,566,750	65.0	31,174	48,521	980,628	58.1	12,432	18,537	.0606	.0614
Woodford	35.1	37.5	6.8	13.5	11.6	580,465	61.0	29,789	42,997	221,693	59.1	11,517	16,422	.0142	.0144

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THE SURVEY OF BUYING POWER
DATA SERVICE 1984
S&MM
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USER'S GUIDE

Explanation of terms, sales planning applications, marketing applications, advertising applications.

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Judge for yourself the range, depth and value of the information you'll find only in this incredibly valuable marketing tool!

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Here are just some of the users and uses for the information found in the new **DATA SERVICE.**

1 MARKETING/PRODUCT MANAGEMENT

define market potential
evaluate sales performance
determine distribution pattern
examine weaknesses & strengths in relation to existing market
develop index of product demand
determine product potentials
select markets, strategy, & ad support for new products
create buying power indexes for special products

2 SALES MANAGEMENT

map sales territories
set quotas
set objectives for branches, dealers, distributors, wholesalers & retailers
analyze sales variations
route sales force—rate its efficiency
compare potentials/travel time
spot performance weaknesses
modernize sales organization

3 ADVERTISING/MEDIA

set budgets—allocate advertising dollars—spot media decisions
city, country, metro areas
analyze TV markets (ADI's)
compare media coverage/market size
select test markets
apply advertising pressure where needed
check ad results against potential sales

4 MARKET ANALYSIS

check year-to-year changes
spot high income concentrations
relate household incomes to price tags
trace population shifts—review market changes
choose market by demographics
forecast regional and national totals
differentiate markets by retail sales price
select quality markets

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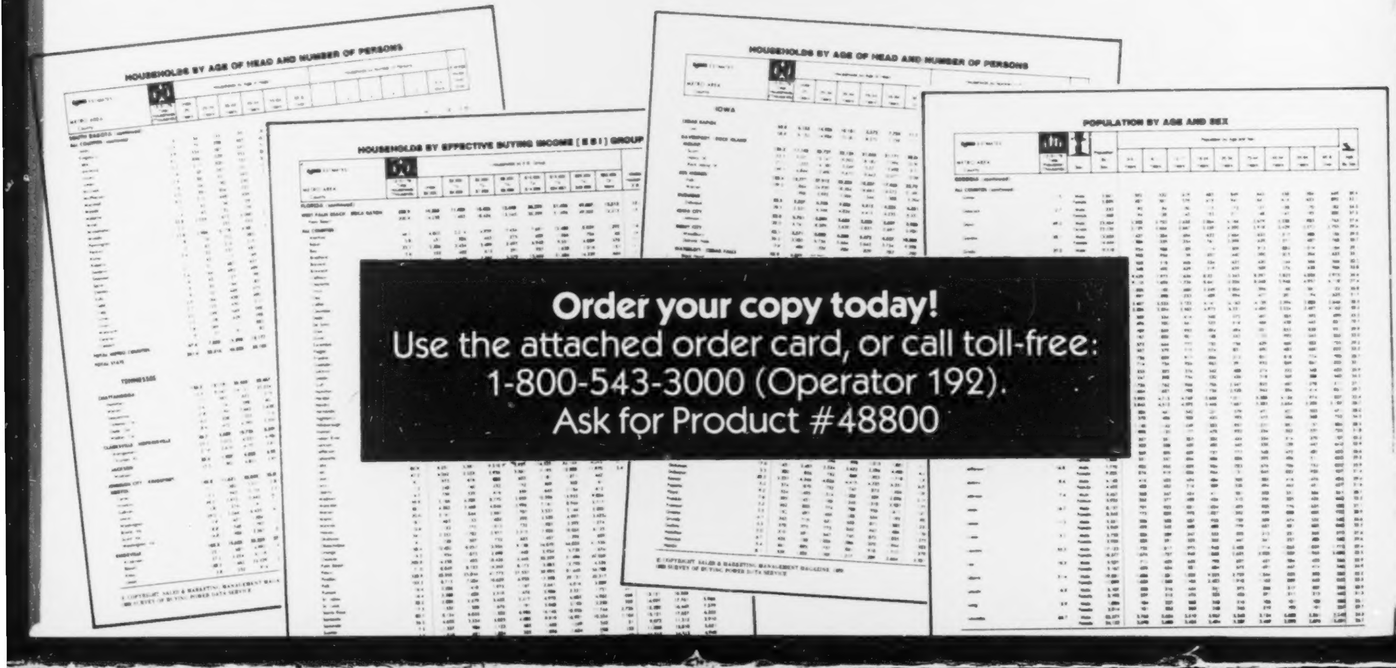
HOUSEHOLDS BY AGE OF HEAD AND NUMBER OF PERSONS
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S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
STATE **S&MM METRO AREA** County	12/31/83 Total Pop. (Thous.)	12/31/88 Total Pop. (Thous.)	% Change 1983–1988	12/31/88 Total House-holds (Thous.)	% Change 1983–1988	1988 Total EBI ($000)	% Change 1983–1988	Average Household EBI 1983	Average Household EBI 1988	1988 Total Retail Sales ($000)	% Change 1983–1988	Retail Sales Per Household 1983	Retail Sales Per Household 1988	1983	1988
IL (cont.)															
ROCKFORD	281.2	283.3	.7	108.7	4.0	4,751,817	56.7	29,018	43,715	2,003,523	52.6	12,565	18,432	.1223	.1185
Boone	29.5	30.7	4.1	11.2	6.7	394,311	40.8	26,677	35,206	145,468	44.5	9,588	12,988	.0112	.0100
Winnebago	251.7	252.6	.4	97.5	3.7	4,357,506	58.3	29,279	44,692	1,858,055	53.3	12,897	19,057	.1111	.1085
SPRINGFIELD	193.6	201.1	3.9	84.0	7.4	3,060,930	49.7	26,156	36,440	1,655,166	50.4	14,076	19,704	.0882	.0837
Menard	12.4	13.3	7.3	5.1	10.9	156,309	40.1	24,247	30,549	51,457	46.6	7,629	10,090	.0043	.0040
Sangamon	181.2	187.8	3.6	78.9	7.2	2,904,621	50.2	26,275	36,814	1,603,709	50.5	14,479	20,326	.0839	.0797
TOTAL METRO COUNTIES	9,389.4	9,442.6	.6	3,548.3	3.8	162,311,870	56.1	30,403	45,744	72,397,444	52.7	13,870	20,403	4.2278	4.0956
TOTAL STATE	11,511.2	11,605.7	.8	4,398.1	4.0	190,650,908	54.9	29,113	43,348	85,834,959	52.1	13,346	19,516	5.0462	4.8648
INDIANA															
ANDERSON	137.3	133.9	-2.5	49.5	-.8	1,706,478	42.7	23,958	34,474	856,813	41.4	12,140	17,309	.0526	.0474
Madison	137.3	133.9	-2.5	49.5	-.8	1,706,478	42.7	23,958	34,474	856,813	41.4	12,140	17,309	.0526	.0474
BLOOMINGTON	101.3	104.8	3.5	38.1	7.0	1,460,821	70.2	24,109	38,342	675,890	62.7	11,670	17,740	.0376	.0389
Monroe	101.3	104.8	3.5	38.1	7.0	1,460,821	70.2	24,109	38,342	675,890	62.7	11,670	17,740	.0376	.0389
ELKHART - GOSHEN	139.7	143.0	2.4	51.3	3.6	2,079,838	62.4	25,869	40,543	1,286,731	57.9	16,464	25,082	.0601	.0599
Elkhart	139.7	143.0	2.4	51.3	3.6	2,079,838	62.4	25,869	40,543	1,286,731	57.9	16,464	25,082	.0601	.0599
EVANSVILLE	282.7	295.6	4.6	112.5	6.4	4,684,264	66.7	26,585	41,638	2,394,701	61.7	14,010	21,286	.1217	.1247
Posey	28.0	30.3	8.2	10.4	8.3	394,995	64.5	25,020	37,980	119,688	60.5	7,770	11,508	.0094	.0096
Vanderburgh	166.0	167.9	1.1	66.5	3.1	3,034,091	70.7	27,561	45,625	1,728,754	62.6	16,482	25,996	.0791	.0819
Warrick	46.3	52.8	14.0	18.1	16.0	634,698	57.4	25,846	35,066	200,144	60.3	8,003	11,058	.0157	.0159
Henderson, Ky.	*42.4*	*44.6*	*5.2*	*17.5*	*9.4*	*620,480*	*59.5*	*24,307*	*35,456*	*346,115*	*58.6*	*13,643*	*19,778*	*.0175*	*.0173*
FORT WAYNE	355.2	356.2	.3	128.2	1.5	5,158,924	54.4	26,461	40,241	2,784,292	51.3	14,569	21,718	.1484	.1424
Allen	294.6	294.7	.0	107.0	1.4	4,461,056	56.2	27,063	41,692	2,463,485	52.2	15,345	23,023	.1272	.1229
De Kalb	33.9	34.2	.9	11.9	2.6	378,710	41.1	23,142	31,824	172,362	42.6	10,420	14,484	.0117	.0107
Whitley	26.7	27.3	2.2	9.3	1.1	319,158	46.1	23,742	34,318	148,445	48.1	10,894	15,962	.0095	.0088
GARY - HAMMOND	636.4	644.8	1.3	219.7	2.4	8,211,892	42.0	26,960	37,[illegible]8	4,380,599	43.6	14,221	19,939	.2554	.2321
Lake	506.7	501.0	-1.1	171.6	.0	6,118,129	36.4	26,131	35,653	3,699,844	40.9	15,302	21,561	.2057	.1815
Porter	129.7	143.8	10.9	48.1	12.1	2,093,763	61.2	30,273	43,529	680,755	60.4	9,895	14,153	.0497	.0506
INDIANAPOLIS	1,180.4	1,198.0	1.5	442.5	3.2	18,671,036	59.0	27,397	42,194	10,222,584	55.4	15,349	23,102	.5188	.5102
Boone	38.1	40.3	5.8	14.3	7.5	502,849	45.7	25,941	35,164	261,918	51.9	12,960	18,316	.0150	.0142
Hamilton	92.0	105.7	14.9	35.8	16.2	1,584,305	62.6	31,644	44,254	535,239	68.0	10,344	14,951	.0368	.0383
Hancock	46.4	49.9	7.5	16.9	9.7	645,239	55.0	27,028	38,180	205,385	57.8	8,450	12,153	.0161	.0159
Hendricks	74.5	80.7	8.3	26.5	9.1	1,075,005	54.8	28,581	40,566	381,823	57.6	9,970	14,408	.0275	0271
Johnson	82.2	89.1	8.4	30.9	12.0	1,258,067	65.0	27,618	40,714	587,052	64.2	12,952	18,998	.0323	.3333
Marion	753.3	735.7	-2.3	285.1	.0	12,491,703	60.6	27,267	43,815	7,752,125	54.5	17,592	27,191	.3578	.3507
Morgan	53.8	56.2	4.5	19.0	5.6	670,728	49.2	24,980	35,301	263,821	52.7	9,598	13,885	.0187	.0177
Shelby	40.1	40.4	.7	14.0	.0	443,140	37.0	23,099	31,653	235,221	40.4	11,968	16,802	.0146	.0130
KOKOMO	102.8	101.3	-1.5	37.7	.5	1,466,381	50.1	26,055	38,896	795,917	48.1	14,332	21,[illegible]12	.0433	.0406
Howard	86.2	84.9	-1.5	31.6	.6	1,264,596	52.5	26,409	40,019	722,984	48.9	15,464	22,879	.0374	.0354
Tipton	16.6	16.4	-1.2	6.1	.0	201,785	36.5	24,235	33,080	72,933	40.6	8,502	11,956	.0059	.0052
LAFAYETTE	123.2	125.1	1.5	43.5	3.6	1,909,840	65.5	27,471	43,904	947,768	58.6	14,230	21,788	.0504	.0509
Tippecanoe	123.2	125.1	1.5	43.5	3.6	1,909,840	65.5	27,471	43,904	947,768	58.6	14,230	21,788	.0504	.0509
MUNCIE	125.1	124.6	-.4	44.4	1.1	1,696,329	57.6	24,521	38,206	969,870	53.6	14,385	21,844	.0497	.0483
Delaware	125.1	124.6	-.4	44.4	1.1	1,696,329	57.6	24,521	38,206	969,870	53.6	14,385	21,844	.0497	.0483
SOUTH BEND - MISHAWAKA	236.7	234.0	-1.1	87.7	1.7	3,686,147	61.5	26,471	42,031	1,898,249	56.5	14,073	21,645	.0998	.0986
St. Joseph	236.7	234.0	-1.1	87.7	1.7	3,686,147	61.5	26,471	42,031	1,898,249	56.5	14,073	21,645	.0998	.0986
TERRE HAUTE	135.3	137.1	1.3	50.1	2.0	1,927,535	62.6	24,139	38,474	1,472,064	57.8	18,999	29,383	.0606	.0603
Clay	25.1	25.5	1.6	9.3	.0	335,953	60.1	22,570	36,124	194,718	55.6	13,459	20,937	.0098	.0096
Vigo	110.2	111.6	1.3	40.8	2.5	1,591,582	63.2	24,505	39,009	1,277,346	58.1	20,294	31,308	.0508	.0507
TOTAL METRO COUNTIES	3,734.5	3,787.0	1.4	1,369.5	3.0	55,098,717	56.7	26,437	40,233	29,814,833	53.7	14,591	21,771	1.5628	1.5205
TOTAL STATE	5,526.3	5,611.9	1.5	2,019.1	3.0	76,988,783	55.3	25,273	38,130	40,542,194	53.0	13,511	20,079	2.2033	2.1326
IOWA															
CEDAR RAPIDS	170.6	171.8	.7	68.2	4.1	3,208,124	64.6	29,763	47,040	1,452,704	57.8	14,056	21,301	.0796	.0801
Linn	170.6	171.8	.7	68.2	4.1	3,208,124	64.6	29,763	47,040	1,452,704	57.8	14,056	21,301	.0796	.0801
DAVENPORT - ROCK ISLAND - MOLINE	388.7	394.2	1.4	153.4	4.6	7,000,637	60.1	29,874	45,636	3,166,365	54.9	13,960	20,641	.1785	.1763
Scott	165.4	172.7	4.4	66.3	8.0	2,715,933	54.8	28,576	40,964	1,440,703	54.5	15,190	21,730	.0753	.0733
Henry, Ill.	*57.4*	*56.5*	*-1.6*	*21.7*	*2.4*	*951,435*	*58.7*	*28,279*	*43,845*	*362,827*	*52.4*	*11,231*	*16,720*	*.0238*	*.0231*
Rock Island, Ill.	*165.9*	*165.0*	*-.5*	*65.4*	*2.5*	*3,333,269*	*65.1*	*31,654*	*50,967*	*1,362,835*	*56.1*	*13,682*	*20,838*	*.0794*	*.0799*
DES MOINES	377.0	389.5	3.3	157.7	6.6	7,188,196	67.2	29,076	45,581	3,751,428	60.9	15,761	23,788	.1832	.1877
Dallas	30.7	32.3	5.2	12.7	8.5	447,178	50.6	25,380	35,211	171,070	51.4	9,660	13,470	.0119	.0114
Polk	309.0	316.7	2.5	130.6	5.9	6,116,347	68.0	29,520	46,833	3,397,476	61.2	17,093	26,014	.1576	.1617
Warren	37.3	40.5	8.6	14.4	11.6	624,671	71.8	28,189	43,380	182,882	65.5	8,564	12,700	.0137	.0146
DUBUQUE	93.7	93.4	-.3	32.7	3.2	1,125,609	37.4	25,848	34,422	720,005	41.5	16,056	22,019	.0385	.0340
Dubuque	93.7	93.4	-.3	32.7	3.2	1,125,609	37.4	25,848	34,422	720,005	41.5	16,056	22,019	.0385	.0340
IOWA CITY	85.1	89.2	4.8	35.9	9.1	1,734,959	77.6	29,687	48,328	845,654	70.4	15,087	23,556	.0407	.0441
Johnson	85.1	89.2	4.8	35.9	9.1	1,734,959	77.6	29,687	48,328	845,654	70.4	15,087	23,556	.0407	.0441

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES

STATE S&MM METRO AREA County	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
	12/31/83 Total Pop. (Thous.)	12/31/88 Total Pop. (Thous.)	% Change 1983–1988	12/31/88 Total Households (Thous.)	% Change 1983–1988	1988 Total EBI ($000)	% Change 1983–1988	Average Household EBI 1983	Average Household EBI 1988	1988 Total Retail Sales ($000)	% Change 1983–1988	Retail Sales Per Household 1983	Retail Sales Per Household 1988	1983	1988
IA (cont.)															
SIOUX CITY	**117.8**	**117.9**	**.1**	**45.5**	**2.9**	**1,855,918**	**62.9**	**25,781**	**40,789**	**976,489**	**56.5**	**14,119**	**21,461**	**.0503**	**.0500**
Woodbury	99.9	98.2	−1.7	38.4	1.3	1,553,262	60.3	25,561	40,450	828,496	54.0	14,193	21,575	.0429	.0420
Dakota, Neb.	*17.9*	*19.7*	*10.1*	*7.1*	*12.7*	*302,656*	*77.2*	*27,104*	*42,628*	*147,993*	*71.8*	*13,670*	*20,844*	*.0074*	*.0080*
WATERLOO - CEDAR FALLS	**163.9**	**165.5**	**1.0**	**62.2**	**4.2**	**2,849,935**	**63.8**	**29,142**	**45,819**	**1,376,773**	**56.9**	**14,694**	**22,135**	**.0737**	**.0737**
Black Hawk	138.4	139.1	.5	52.6	4.0	2,453,779	64.1	29,545	46,650	1,237,458	57.0	15,574	23,526	.0639	.0639
Bremer	25.5	26.4	3.5	9.6	5.5	396,156	61.8	26,901	41,266	139,315	56.3	9,797	14,512	.0098	.0098
TOTAL METRO COUNTIES	**1,241.9**	**1,266.2**	**2.0**	**494.7**	**5.4**	**21,752,018**	**62.9**	**28,452**	**43,970**	**11,091,373**	**57.8**	**14,981**	**22,420**	**.5701**	**.5712**
TOTAL STATE	**2,934.0**	**2,961.3**	**.9**	**1,152.7**	**4.0**	**43,514,068**	**54.5**	**25,408**	**37,750**	**22,256,366**	**52.5**	**13,166**	**19,308**	**1.2230**	**1.1779**
KANSAS															
KANSAS CITY	**1,452.0**	**1,496.4**	**3.1**	**582.2**	**5.8**	**24,714,594**	**55.4**	**28,910**	**42,450**	**13,486,893**	**55.6**	**15,755**	**23,165**	**.6835**	**.6676**
Johnson	289.4	315.7	9.1	123.2	12.7	6,786,941	62.2	38,285	55,089	3,582,507	64.0	19,981	29,079	.1696	.1737
Leavenworth	57.4	60.4	5.2	19.9	8.2	840,484	55.1	29,450	42,235	257,916	54.3	9,087	12,961	[illegible]	.0203
Miami	22.6	23.9	5.8	9.0	9.8	287,955	40.8	24,942	31,995	95,673	46.3	7,973	10,630	.0080	.0074
Wyandotte	168.9	166.1	−1.7	64.5	1.4	2,499,352	55.7	25,239	38,750	1,209,340	50.3	12,650	18,749	.0690	.0663
Cass, Mo.	*54.6*	*59.4*	*8.8*	*20.9*	*10.6*	*695,674*	*44.3*	*25,508*	*33,286*	*278,815*	*51.7*	*9,724*	*13,340*	*.0197*	*.0187*
Clay, Mo.	*139.7*	*144.3*	*3.3*	*56.0*	*6.7*	*2,290,264*	*50.2*	*29,040*	*40,898*	*1,400,445*	*51.0*	*17,669*	*25,008*	*.0679*	*.0646*
Jackson, Mo.	*615.3*	*613.6*	*−.3*	*247.6*	*2.4*	*10,142,525*	*57.1*	*26,719*	*40,963*	*6,217,930*	*54.7*	*16,631*	*25,113*	*.2925*	*.2847*
Lafayette, Mo.	*30.5*	*31.2*	*2.3*	*11.4*	*1.8*	*316,419*	*29.7*	*21,783*	*27,756*	*150,050*	*38.2*	*9,694*	*13,162*	*.0106*	*.0091*
Platte, Mo.	*51.3*	*58.3*	*13.6*	*21.3*	*15.8*	*634,765*	*30.8*	*26,372*	*29,801*	*195,111*	*44.5*	*7,340*	*9,160*	*.0181*	*.0163*
Ray, Mo.	*22.3*	*23.5*	*5.4*	*8.4*	*6.3*	*220,215*	*27.2*	*21,908*	*26,216*	*99,106*	*39.4*	*8,997*	*11,798*	*.0074*	*.0065*
LAWRENCE	**70.9**	**75.2**	**6.1**	**27.8**	**9.0**	**1,173,880**	**71.4**	**26,855**	**42,226**	**519,698**	**65.0**	**12,351**	**18,694**	**.0287**	**.0302**
Douglas	70.9	75.2	6.1	27.8	9.0	1,173,880	71.4	26,855	42,226	519,698	65.0	12,351	18,694	.0287	.0302
TOPEKA	**156.0**	**157.4**	**.9**	**64.1**	**4.1**	**3,070,123**	**64.8**	**30,243**	**47,896**	**1,361,847**	**57.2**	**14,063**	**21,246**	**.0751**	**.0756**
Shawnee	156.0	157.4	.9	64.1	4.1	3,070,123	64.8	30,243	47,896	1,361,847	57.2	14,063	21,246	.0751	.0756
WICHITA	**424.7**	**443.4**	**4.4**	**176.6**	**7.7**	**8,616,022**	**68.7**	**31,160**	**48,788**	**3,933,446**	**63.1**	**14,719**	**22,273**	**.2068**	**.2143**
Butler	47.8	52.0	8.8	19.5	11.4	658,599	44.1	26,112	33,774	304,717	53.9	11,317	15,627	.0190	.0179
Sedgwick	376.9	391.4	3.8	157.1	7.3	7,957,423	71.1	31,764	50,652	3,628,729	63.9	15,125	23,098	.1878	.1964
TOTAL METRO COUNTIES	**1,189.9**	**1,242.1**	**4.4**	**485.1**	**7.7**	**23,274,757**	**64.0**	**31,501**	**47,579**	**10,960,427**	**60.8**	**15,127**	**22,594**	**.5779**	**.5878**
TOTAL STATE	**2,430.2**	**2,528.7**	**4.1**	**986.4**	**6.7**	**39,573,388**	**56.8**	**27,306**	**40,119**	**18,605,349**	**56.2**	**12,888**	**18,862**	**1.0492**	**1.0320**

KMEG-TV takes you right to retail shoppers within buying distance.

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*S&MM 1984 Retail Sales Estimates.

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Avery-Knodel Television National Representatives

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES STATE S&MM METRO AREA County	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
	12/31/83 Total Pop. (Thous.)	12/31/88 Total Pop. (Thous.)	% Change 1983–1988	12/31/88 Total House-holds (Thous.)	% Change 1983–1988	1988 Total EBI ($000)	% Change 1983–1988	Average Household EBI 1983	Average Household EBI 1988	1988 Total Retail Sales ($000)	% Change 1983–1988	Retail Sales Per Household 1983	Retail Sales Per Household 1988	1983	1988
KENTUCKY															
CLARKSVILLE - HOPKINSVILLE	**157.0**	**168.7**	**7.5**	**56.1**	**11.1**	**1,966,104**	**65.9**	**23,469**	**35,046**	**1,126,301**	**63.7**	**13,623**	**20,077**	**.0561**	**.0580**
Christian	68.2	71.9	5.4	23.1	9.5	827,915	65.4	23,719	35,840	425,676	60.7	12,551	18,428	.0232	.0238
Montgomery, Tenn.	*88.8*	*96.8*	*9.0*	*33.0*	*12.2*	*1,138,189*	*66.2*	*23,289*	*34,491*	*700,625*	*65.6*	*14,392*	*21,231*	*.0329*	*.0342*
HUNTINGTON - ASHLAND	**339.5**	**346.0**	**1.9**	**130.1**	**5.1**	**4,160,281**	**54.5**	**21,746**	**31,978**	**2,466,880**	**54.0**	**12,942**	**18,961**	**.1272**	**.1231**
Boyd	55.7	55.7	.0	21.4	2.4	683,222	41.2	23,158	31,926	478,024	44.7	15,807	22,338	.0235	.0213
Carter	26.2	27.7	5.7	9.8	11.4	264,957	67.0	18,030	27,036	160,133	64.2	11,080	16,340	.0081	.0083
Greenup	40.4	42.0	4.0	14.7	7.3	403,568	34.6	21,865	27,454	128,083	43.9	6,497	8,713	.0121	.0108
Lawrence, Ohio	*65.2*	*66.7*	*2.3*	*25.1*	*6.4*	*887,377*	*67.8*	*22,409*	*35,354*	*338,552*	*59.9*	*8,972*	*13,488*	*.0223*	*.0227*
Cabell, W. Va.	*103.7*	*102.5*	*–1.2*	*40.9*	*2.0*	*1,341,586*	*53.1*	*21,848*	*32,802*	*1,105,800*	*53.6*	*17,954*	*27,037*	*.0458*	*.0439*
Wayne, W. Va.	*48.3*	*51.4*	*6.4*	*18.2*	*9.0*	*579,571*	*68.2*	*20,638*	*31,845*	*256,288*	*66.8*	*9,201*	*14,082*	*.0154*	*.0161*
LEXINGTON-FAYETTE	**328.8**	**343.5**	**4.5**	**133.4**	**7.8**	**5,368,497**	**68.5**	**25,751**	**40,244**	**3,268,896**	**63.7**	**16,140**	**24,504**	**.1469**	**.1519**
Bourbon	19.2	19.0	–1.0	7.1	.0	198,566	39.5	20,054	27,967	92,524	43.3	9,095	13,032	.0062	.0057
Clark	29.2	30.4	4.1	11.4	6.5	405,088	59.5	23,739	35,534	260,471	58.2	15,385	22,848	.0122	.0119
Fayette	210.1	217.7	3.6	87.9	7.3	3,700,335	69.7	26,628	42,097	2,574,531	64.1	19,154	29,289	.1044	.1083
Jessamine	29.2	33.3	14.0	11.6	18.4	498,024	93.2	26,308	42,933	186,534	85.1	10,284	16,081	.0106	.0124
Scott	22.7	23.9	5.3	8.5	9.0	258,115	50.7	21,958	30,366	81,127	53.1	6,792	9,544	.0070	.0068
Woodford	18.4	19.2	4.3	6.9	7.8	308,369	72.1	27,990	44,691	73,709	64.4	7,005	10,682	.0065	.0068
LOUISVILLE	**964.7**	**977.9**	**1.4**	**369.6**	**3.9**	**15,055,912**	**62.8**	**25,995**	**40,736**	**8,051,498**	**57.9**	**14,330**	**21,784**	**.4096**	**.4093**
Bullitt	48.0	54.6	13.8	17.4	17.6	617,135	71.3	24,335	35,468	125,003	74.0	4,854	7,184	.0136	.0147
Jefferson	675.5	664.5	–1.6	262.4	1.6	10,933,416	60.3	26,399	41,667	6,306,666	56.3	15,617	24,035	.3058	.3009
Oldham	31.9	37.5	17.6	11.6	22.1	594,383	92.6	32,479	51,240	168,560	85.2	9,579	14,531	.0116	.0136
Shelby	24.7	26.7	8.1	9.6	11.6	372,602	74.7	24,803	38,813	165,165	70.0	11,296	17,205	.0092	.0098
Clark, Ind.	*92.1*	*96.4*	*4.7*	*34.6*	*6.1*	*1,282,533*	*64.7*	*23,886*	*37,067*	*786,888*	*59.9*	*15,096*	*22,742*	*.0371*	*.0375*
Floyd, Ind.	*62.9*	*65.5*	*4.1*	*23.2*	*4.5*	*850,328*	*58.1*	*24,224*	*36,652*	*360,947*	*56.5*	*10,392*	*15,558*	*.0228*	*.0225*
Harrison, Ind.	*29.6*	*32.7*	*10.5*	*10.8*	*10.2*	*405,515*	*74.9*	*23,655*	*37,548*	*138,269*	*68.6*	*8,368*	*12,803*	*.0095*	*.0103*
OWENSBORO	**87.3**	**89.3**	**2.3**	**34.3**	**6.2**	**1,256,772**	**61.1**	**24,156**	**36,641**	**807,552**	**58.1**	**15,815**	**23,544**	**.0371**	**.0369**
Daviess	87.3	89.3	2.3	34.3	6.2	1,256,772	61.1	24,156	36,641	807,552	58.1	15,815	23,544	.0371	.0369
TOTAL METRO COUNTIES	**1,698.6**	**1,734.0**	**2.1**	**657.0**	**5.3**	**26,094,474**	**62.6**	**25,707**	**39,718**	**14,555,781**	**59.0**	**14,672**	**22,155**	**.7205**	**.7220**
TOTAL STATE	**3,753.2**	**3,890.2**	**3.7**	**1,441.2**	**6.7**	**49,998,906**	**62.7**	**22,752**	**34,693**	**27,515,428**	**59.8**	**12,748**	**19,092**	**1.4135**	**1.4235**
LOUISIANA															
ALEXANDRIA	**142.2**	**151.9**	**6.8**	**54.6**	**10.8**	**1,862,690**	**61.4**	**23,410**	**34,115**	**995,809**	**60.5**	**12,585**	**18,238**	**.0525**	**.0533**
Rapides	142.2	151.9	6.8	54.6	10.8	1,862,690	61.4	23,410	34,115	995,809	60.5	12,585	18,238	.0525	.0533
BATON ROUGE	**543.5**	**614.9**	**13.1**	**220.4**	**17.2**	**9,485,074**	**77.6**	**28,411**	**43,036**	**4,440,096**	**72.1**	**13,724**	**20,146**	**.2258**	**.2479**
Ascension	56.7	66.3	16.9	22.0	20.9	786,443	66.7	25,917	35,747	387,423	67.9	12,679	17,610	.0208	.0221
East Baton Rouge	398.8	445.6	11.7	164.0	15.9	7,224,591	76.0	29,005	44,052	3,707,523	71.5	15,277	22,607	.1765	.1922
Livingston	67.7	80.8	19.4	27.2	23.6	1,169,228	96.2	27,092	42,986	271,000	86.6	6,601	9,963	.0222	.0265
West Baton Rouge	20.3	22.2	9.4	7.2	14.3	304,812	80.1	26,863	42,335	74,150	75.0	6,725	10,299	.0063	.0071
HOUMA - THIBODAUX	**191.6**	**213.3**	**11.3**	**72.1**	**15.2**	**3,093,079**	**74.1**	**28,379**	**42,900**	**1,589,723**	**70.8**	**14,871**	**22,049**	**.0780**	**.0841**
Lafourche	88.6	97.4	9.9	32.8	13.9	1,363,036	70.9	27,698	41,556	622,534	68.4	12,835	18,980	.0340	.0361
Terrebonne	103.0	115.9	12.5	39.3	16.3	1,730,043	76.7	28,959	44,021	967,189	72.3	16,606	24,610	.0440	.0480
LAFAYETTE	**213.8**	**248.2**	**16.1**	**89.7**	**20.4**	**4,028,552**	**84.8**	**29,259**	**44,911**	**2,074,868**	**80.7**	**15,408**	**23,131**	**.0940**	**.1072**
Lafayette	169.2	197.3	16.6	73.2	21.0	3,431,839	85.5	30,574	46,883	1,916,713	81.3	17,476	26,185	.0808	.0926
St. Martin	44.6	50.9	14.1	16.5	17.9	596,713	80.8	23,577	36,164	158,155	74.4	6,476	9,585	.0132	.0146

Buying Power In Louisiana

Of the top 8 metropolitan areas in Louisiana, the Houma/Thibodaux market ranks first in automotive, drug and restaurant retail sales per household. This market ranks second in retail sales per household for food, general merchandise and furniture, household furnishings and appliances and third in total retail sales.

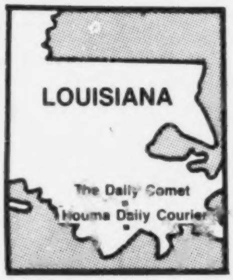
Source: "Sales & Marketing Management's 1984 Survey Of Buying Power", 12/31/83; Circulation 82/83.

To reach the Terrebonne and La Fourche market, **The Daily Comet**, Thibodaux and the **Houma Daily Courier** deliver more of this market than any other newspaper.

The Daily Comet
Thibodaux, Louisiana
(504) 447-4055

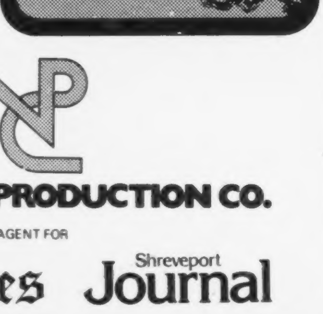
Houma Daily Courier
Houma, Louisiana
(504) 879-1558

NYT NEW YORK TIMES REGIONAL NEWSPAPER GROUP



S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
STATE S&MM METRO AREA County	12/31/83 Total Pop. (Thous.)	12/31/88 Total Pop. (Thous.)	% Change 1983–1988	12/31/88 Total Households (Thous.)	% Change 1983–1988	1988 Total EBI ($000)	% Change 1983–1988	Average Household EBI 1983	Average Household EBI 1988	1988 Total Retail Sales ($000)	% Change 1983–1988	Retail Sales Per Household 1983	Retail Sales Per Household 1988	1983	1988
LA (cont.)															
LAKE CHARLES	**177.0**	**192.4**	**8.7**	**69.6**	**12.3**	**2,733,675**	**61.7**	**27,262**	**39,277**	**1,499,649**	**62.6**	**14,873**	**21,547**	**.0745**	**.0761**
Calcasieu	177.0	192.4	8.7	69.6	12.3	2,733,675	61.7	27,262	39,277	1,499,649	62.6	14,873	21,547	.0745	.0761
MONROE	**146.7**	**157.3**	**7.2**	**57.3**	**11.0**	**1,788,698**	**52.5**	**22,729**	**31,216**	**1,102,415**	**55.0**	**13,782**	**19,239**	**.0556**	**.0542**
Ouachita	146.7	157.3	7.2	57.3	11.0	1,788,698	52.5	22,729	31,216	1,102,415	55.0	13,782	19,239	.0556	.0542
NEW ORLEANS	**1,330.5**	**1,435.1**	**7.9**	**541.6**	**11.2**	**20,763,631**	**63.4**	**26,075**	**38,338**	**10,144,350**	**60.3**	**12,988**	**18,730**	**.5457**	**.5563**
Jefferson	487.7	534.7	9.6	200.9	13.3	8,083,583	60.1	28,484	40,237	4,624,907	61.3	16,174	23,021	.2223	.2254
Orleans	563.1	570.4	1.3	226.4	4.6	7,482,675	53.1	22,588	33,051	3,993,057	52.5	12,096	17,637	.2189	.2101
St. Bernard	68.9	75.7	9.9	26.5	13.7	995,178	61.8	26,390	37,554	339,603	60.8	9,062	12,815	.0245	.0249
St. Charles	41.4	47.6	15.0	16.1	18.4	729,032	78.2	30,089	45,281	189,299	75.6	7,926	11,758	.0150	.0167
St. John the Baptist	37.3	43.9	17.7	13.9	21.9	675,196	93.5	30,614	48,575	155,477	83.9	7,415	11,185	.0128	.0151
St. Tammany	132.1	162.8	23.2	57.8	27.9	2,797,967	100.9	30,812	48,408	842,007	91.7	9,715	14,568	.0522	.0641
SHREVEPORT	**349.7**	**373.5**	**6.8**	**141.9**	**10.4**	**5,461,320**	**64.5**	**25,839**	**38,487**	**2,707,098**	**62.0**	**13,008**	**19,078**	**.1433**	**.1466**
Bossier	87.1	96.2	10.4	34.7	14.5	1,073,494	48.9	23,800	30,936	422,393	54.9	8,999	12,173	.0298	.0289
Caddo	262.6	277.3	5.6	107.2	9.2	4,387,826	68.8	26,468	40,931	2,284,705	63.3	14,245	21,313	.1135	.1177
TOTAL METRO COUNTIES	**3,095.0**	**3,386.6**	**9.4**	**1,247.2**	**13.0**	**49,216,719**	**67.8**	**26,582**	**39,462**	**24,554,008**	**64.7**	**13,511**	**19,687**	**1.2694**	**1.3257**
TOTAL STATE	**4,471.7**	**4,850.0**	**8.5**	**1,755.7**	**12.1**	**65,369,224**	**66.2**	**25,125**	**37,233**	**31,728,573**	**63.4**	**12,398**	**18,072**	**1.7151**	**1.7746**
MAINE															
BANGOR	**137.9**	**139.3**	**1.0**	**49.4**	**4.2**	**1,692,504**	**54.5**	**23,110**	**34,261**	**1,410,551**	**55.8**	**19,102**	**28,554**	**.0580**	**.0564**
Penobscot	137.9	139.3	1.0	49.4	4.2	1,692,504	54.5	23,110	34,261	1,410,551	55.8	19,102	28,554	.0580	.0564
LEWISTON - AUBURN	**100.3**	**101.0**	**.7**	**38.1**	**4.1**	**1,295,224**	**58.0**	**22,400**	**33,995**	**965,223**	**57.8**	**16,717**	**25,334**	**.0416**	**.0410**
Androscoggin	100.3	101.0	.7	38.1	4.1	1,295,224	58.0	22,400	33,995	965,223	57.8	16,717	25,334	.0416	.0410
PORTLAND	**221.0**	**228.2**	**3.3**	**89.3**	**6.8**	**3,679,572**	**68.7**	**26,088**	**41,205**	**3,094,170**	**65.8**	**22,328**	**34,649**	**.1128**	**.1171**
Cumberland	221.0	228.2	3.3	89.3	6.8	3,679,572	68.7	26,088	41,205	3,094,170	65.8	22,328	34,649	.1128	.1171
TOTAL METRO COUNTIES	**459.2**	**468.5**	**2.0**	**176.8**	**5.5**	**6,667,300**	**62.8**	**24,441**	**37,711**	**5,469,944**	**61.6**	**20,190**	**30,939**	**.2124**	**.2145**
TOTAL STATE	**1,154.2**	**1,192.4**	**3.3**	**447.8**	**6.8**	**15,539,036**	**61.4**	**22,977**	**34,701**	**10,929,502**	**61.2**	**16,174**	**24,407**	**.4761**	**.4790**



ARK-LA-TEX

NEWSPAPER PRODUCTION CO.

AGENT FOR

The Times Shreveport Journal

SHREVEPORT

LEADING CITY IN THE ARK-LA-TEX

In the **SHREVEPORT MARKET** . . . you get quality coverage from The Times and Shreveport Journal. You're getting coverage and readership of this quality newspaper audience which makes up the Ark-La-Tex area. The Times-Journal reaches **37%** of the households in this 23-county area in North Louisiana, East Texas and South Arkansas. **67%** coverage in the **METRO** area.

As the big second market in Louisiana, **SHREVEPORT** is the dominating city for **1,010,500** people in **360,700** households with effective buying income of **8.5** billion and producing retail sales of **4.1** billion. Be sure that the **TIMES-JOURNAL** are included in your next advertising schedule — the dominant medium in the market.

CIRCULATION:

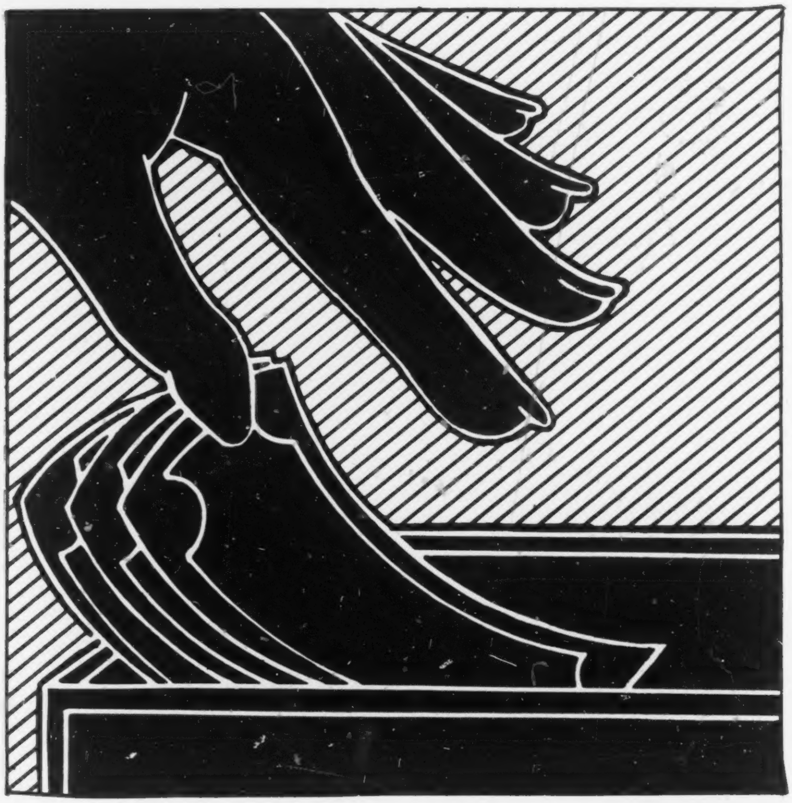
M&E 109,112 MORNING 81,460
SUNDAY 112,949 EVENING 27,652

ABC PUB. STATEMENT DEC. 25, 1983
Represented by Gannett Newspaper Advertising Sales

Sales & Mkt. Mgt. July 1984

NEW ORLEANS

MONEY



MARKET

New Orleans is a major money market. We rank among the top 40 markets in the nation in effective buying income and total retail sales. If you want top ranked coverage of this market, turn to The Times-Picayune/The States-Item.

5 Weekday Net 80% 4 Sunday Net 86%

For more information about how you can be in the money, contact Lester Key, National Advertising Manager, at (504) 586-3769.

THE TIMES·PICAYUNE
THE STATES·ITEM

Represented nationally by Newhouse Newspapers.

source: 1983 Liquor Handbook; Belden CMS, Feb.-Dec. 1983

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
STATE **S&MM METRO AREA** County	12/31/83 Total Pop. (Thous.)	12/31/88 Total Pop. (Thous.)	% Change 1983–1988	12/31/88 Total House-holds (Thous.)	% Change 1983–1988	1988 Total EBI ($000)	% Change 1983–1988	Average Household EBI 1983	Average Household EBI 1988	1988 Total Retail Sales ($000)	% Change 1983–1968	Retail Sales Per Household 1983	Retail Sales Per Household 1988	1983	1988
MARYLAND															
BALTIMORE	**2,248.6**	**2,323.6**	**3.3**	**848.1**	**6.1**	**35,222,855**	**54.4**	**28,546**	**41,531**	**16,734,255**	**54.0**	**13,593**	**19,731**	**.9557**	**.9272**
Anne Arundel	401.7	438.2	9.1	149.7	12.8	7,483,865	68.2	33,531	49,992	3,507,493	67.0	15,826	23,430	.1827	.1917
Baltimore	664.8	677.1	1.9	262.4	5.3	11,546,098	48.4	31,230	44,002	6,918,087	50.7	18,423	26,365	.3396	.3199
Baltimore city	755.5	727.3	-3.7	271.5	-1.4	8,450,210	41.7	21,656	31,124	3,662,931	41.5	9,402	13,491	.2576	.2305
Carroll	106.8	121.6	13.9	40.2	16.5	1,572,005	56.7	29,077	39,105	572,620	59.5	10,404	14,244	.0398	.0401
Harford	155.6	169.7	9.1	56.8	12.3	2,815,972	73.1	32,151	49,577	984,720	68.1	11,575	17,337	.0630	.0672
Howard	136.2	158.2	16.2	56.9	20.0	3,052,875	72.7	37,294	53,653	982,801	73.3	11,963	17,272	.0639	.0695
Queen Anne's	28.0	31.5	12.5	10.6	10.4	301,830	33.9	23,484	28,475	105,603	43.0	7,694	9,963	.0091	.0083
CUMBERLAND	**105.9**	**105.9**	**.0**	**39.2**	**.8**	**1,215,318**	**45.9**	**21,420**	**31,003**	**627,148**	**44.3**	**11,171**	**15,999**	**.0379**	**.0349**
Allegany	77.9	76.8	-1.4	28.6	-1.0	883,577	40.8	21,719	30,894	521,253	41.4	12,760	18,226	.0296	.0264
Mineral, W. Va.	*28.0*	*29.1*	*3.9*	*10.6*	*6.0*	*331,741*	*61.4*	*20,555*	*31,296*	*105,895*	*60.9*	*6,579*	*9,990*	*.0083*	*.0085*
HAGERSTOWN	**114.6**	**116.8**	**1.9**	**42.5**	**3.7**	**1,233,306**	**30.4**	**23,065**	**29,019**	**862,432**	**37.8**	**15,267**	**20,293**	**.0460**	**.0398**
Washington	114.6	116.8	1.9	42.5	3.7	1,233,306	30.4	23,065	29,019	862,432	37.8	15,267	20,293	.0460	.0398
TOTAL METRO COUNTIES	**4,015.6**	**4,161.1**	**3.6**	**1,507.6**	**6.3**	**70,219,540**	**57.4**	**31,459**	**46,577**	**34,218,928**	**56.1**	**15,458**	**22,698**	**1.8536**	**1.8242**
TOTAL STATE	**4,327.7**	**4,491.6**	**3.8**	**1,627.0**	**6.4**	**74,031,617**	**56.8**	**30,865**	**45,502**	**36,485,508**	**55.6**	**15,332**	**22,425**	**1.9739**	**1.9380**
MASSACHUSETTS															
BOSTON - LAWRENCE - SALEM - LOWELL - BROCKTON	**3,652.8**	**3,670.7**	**.5**	**1,385.5**	**3.7**	**64,776,264**	**56.0**	**31,077**	**46,753**	**34,680,184**	**56.3**	**16,610**	**25,031**	**1.7626**	**1.7187**
Essex	635.2	640.8	.9	246.4	4.3	11,266,973	58.6	30,069	45,726	6,446,189	58.2	17,242	26,161	.3096	.3057
Middlesex	1,357.4	1,350.7	-.5	502.4	2.8	25,806,473	56.6	33,730	51,366	12,743,989	56.1	16,704	25,366	.6754	.6587
Norfolk	607.1	609.7	.4	225.2	3.8	12,239,611	58.6	35,560	54,350	6,081,514	57.9	17,745	27,005	.3147	.3105
Plymouth	429.0	462.8	7.9	161.9	11.7	6,585,514	56.9	28,951	40,676	3,875,893	61.8	16,519	23,940	.1870	.1875
Suffolk	624.1	606.7	-2.8	249.6	.2	8,877,693	47.6	24,156	35,568	5,532,599	49.2	14,887	22,166	.2759	.2563
NEW BEDFORD - FALL RIVER - ATTLEBORO	**485.9**	**503.4**	**3.6**	**185.9**	**6.5**	**6,512,021**	**50.9**	**24,737**	**35,030**	**3,983,219**	**55.1**	**14,719**	**21,427**	**.1989**	**.1915**
Bristol	485.9	503.4	3.6	185.9	6.5	6,512,021	50.9	24,737	35,030	3,983,219	55.1	14,719	21,427	.1989	.1915
PITTSFIELD	**142.5**	**139.5**	**-2.1**	**54.2**	**.9**	**2,269,331**	**54.3**	**27,395**	**41,870**	**1,507,422**	**53.6**	**18,276**	**27,812**	**.0686**	**.0657**
Berkshire	142.5	139.5	-2.1	54.2	.9	2,269,331	54.3	27,395	41,870	1,507,422	53.6	18,276	27,812	.0686	.0657
SPRINGFIELD	**581.3**	**581.1**	**.0**	**215.1**	**3.2**	**7,765,113**	**43.0**	**26,055**	**36,100**	**5,095,800**	**47.9**	**16,529**	**23,690**	**.2531**	**.2324**
Hampden	438.8	433.4	-1.2	164.3	1.9	5,750,818	40.0	25,481	35,002	4,048,255	45.8	17,221	24,639	.1957	.1767
Hampshire	142.5	147.7	3.6	50.8	7.6	2,014,295	52.3	28,013	39,651	1,047,545	56.6	14,169	20,621	.0574	.0557
WORCESTER - FITCHBURG - LEOMINSTER	**650.9**	**660.1**	**1.4**	**245.5**	**4.8**	**9,598,437**	**49.5**	**27,420**	**39,098**	**5,540,722**	**53.2**	**15,442**	**22,569**	**.2845**	**.2704**
Worcester	650.9	660.1	1.4	245.5	4.8	9,598,437	49.5	27,420	39,098	5,540,722	53.2	15,442	22,569	.2845	.2704
TOTAL METRO COUNTIES	**5,513.4**	**5,554.8**	**.8**	**2,086.2**	**4.0**	**90,921,166**	**53.7**	**29,479**	**43,582**	**50,807,347**	**54.9**	**16,345**	**24,354**	**2.5677**	**2.4787**
TOTAL STATE	**5,764.9**	**5,840.8**	**1.3**	**2,203.9**	**4.6**	**95,196,397**	**54.2**	**29,293**	**43,195**	**53,977,564**	**55.8**	**16,441**	**24,492**	**2.6911**	**2.6098**

Reach Maryland through its best-selling newspaper. The Washington Post.

The Washington Metro Area (MSA) includes 35% of Maryland's population, 42% of its total retail sales and 42% of its buying income. And The Washington Post is so popular here that it has more Maryland circulation than any morning, evening *or* Sunday paper published within the state. ☐ For more information, call Nick Cannistraro, Vice President, Marketing and Advertising, 202/334-4171.

Source S&MM "Survey of Buying Power" July 1984

93
jfm

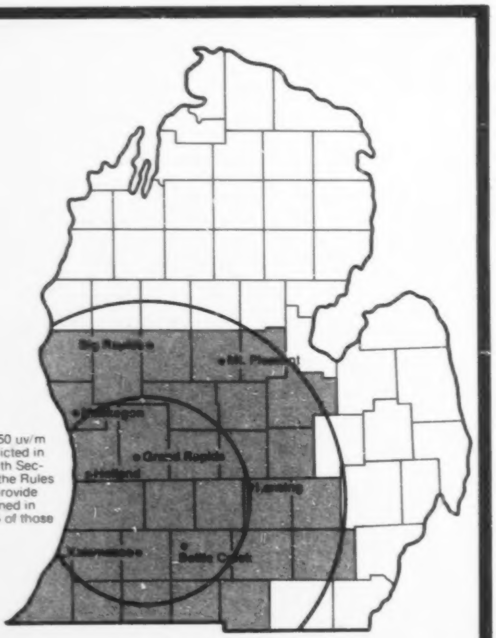
Zero in on Western Michigan adults.

We're winning over more of Western Michigan's active adults by playing their favorite contemporary sounds with all the power of the nation's strongest FM station.

We are Western Michigan's hottest new station for young adults 18-34.

Call your McGavren Guild Radio representative about the most talked-about new music station in Western Michigan.

1.0 mv/m and 50 uv/m Contours predicted in accordance with Section 73.313 of the Rules of the F.C.C. provide service as defined in Section 73.315 of those Rules.



AM-TV-FM
A Felzer Station

WJFM
GRAND RAPIDS AND WESTERN MICHIGAN
McGavren Guild Radio, National Representative

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES STATE S&MM METRO AREA County	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
	12/31/83 Total Pop. (Thous.)	12/31/88 Total Pop. (Thous.)	% Change 1983–1988	12/31/88 Total Households (Thous.)	% Change 1983–1988	1988 Total EBI ($000)	% Change 1983–1988	Average Household EBI 1983	Average Household EBI 1988	1988 Total Retail Sales ($000)	% Change 1983–1988	Retail Sales Per Household 1983	Retail Sales Per Household 1988	1983	1988
MICHIGAN															
ANN ARBOR	**268.7**	**273.0**	**1.6**	**98.7**	**3.1**	**4,705,992**	**57.6**	**31,203**	**47,680**	**2,183,493**	**53.0**	**14,917**	**22,123**	**.1231**	**.1200**
Washtenaw	268.7	273.0	1.6	98.7	3.1	4,705,992	57.6	31,203	47,680	2,183,493	53.0	14,917	22,123	.1231	.1200
BATTLE CREEK	**135.9**	**132.4**	**–2.6**	**49.9**	**.0**	**2,126,244**	**58.7**	**26,858**	**42,610**	**874,411**	**50.9**	**11,615**	**17,523**	**.0551**	**.0531**
Calhoun	135.9	132.4	–2.6	49.9	0	2,126,244	58.7	26,858	42,610	874,411	50.9	11,615	17,523	.0551	.0531
BENTON HARBOR	**165.7**	**162.3**	**–2.1**	**60.2**	**.7**	**2,592,815**	**62.4**	**26,697**	**43,070**	**1,191,393**	**53.4**	**12,987**	**19,791**	**.0680**	**.0669**
Berrien	165.7	162.3	–2.1	60.2	.7	2,592,815	62.4	26,697	43,070	1,191,393	53.4	12,987	19,791	.0680	.0669

S&MM'S FOUR SURVEY ISSUES

Each year *Sales & Marketing Management* publishes four *Survey* issues, which, taken together, provide a comprehensive and convenient information system for both consumer and industrial marketers. The data contained in the four *Survey* issues facilitate the analysis and selection of local geographic markets as well as target customer markets, the development of appropriate sales strategies for reaching those markets, and the comparison of the costs of selling in the geographical markets.

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES STATE S&MM METRO AREA County	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
	12/31/83 Total Pop. (Thous.)	12/31/88 Total Pop. (Thous.)	% Change 1983–1988	12/31/88 Total House-holds (Thous.)	% Change 1983–1988	1988 Total EBI ($000)	% Change 1983–1988	Average Household EBI 1983	Average Household EBI 1988	1988 Total Retail Sales ($000)	% Change 1983–1988	Retail Sales Per Household 1983	Retail Sales Per Household 1988	1983	1988
MI (cont.)															
DETROIT	**4,346.9**	**4,298.4**	**–1.1**	**1,580.3**	**1.9**	**68,263,389**	**48.6**	**29,604**	**43,196**	**33,355,227**	**46.1**	**14,716**	**21,107**	**1.9325**	**1.7952**
Lapeer	74.8	81.2	8.6	25.5	10.9	990,787	54.3	27,909	38,854	384,729	54.8	10,805	15,087	.0264	.0259
Livingston	108.7	120.4	10.8	38.1	11.7	1,849,101	65.8	32,699	48,533	629,466	61.9	11,398	16,521	.0429	.0446
Macomb	697.7	702.1	.6	249.4	4.0	9,993,449	39.1	29,944	40,070	5,850,995	41.9	17,184	23,460	.3178	.2842
Monroe	134.5	136.0	1.1	45.6	3.4	2,479,111	70.2	33,023	54,366	855,293	61.8	11,985	18,756	.0561	.0580
Oakland	1,014.0	1,016.5	.2	381.8	3.6	20,638,498	55.4	36,028	54,056	10,050,950	51.2	18,034	26,325	.5393	.5194
St. Clair	139.6	140.7	.8	48.9	1.9	2,123,396	61.2	27,440	43,423	966,341	54.7	13,011	19,762	.0558	.0552
Wayne	2,177.6	2,101.5	–3.5	791.0	–.4	30,189,047	44.2	26,375	38,166	14,617,453	42.3	12,941	18,480	.8942	.8079
DETROIT - ANN ARBOR CONSOLIDATED AREA	***4,615.6***	***4,571.4***	***–1.0***	***1,679.0***	***1.9***	***72,969,381***	***49.2***	***29,697***	***43,460***	***35,538,720***	***46.5***	***14,728***	***21,167***	***2.0556***	***1.9152***
FLINT	**437.8**	**440.4**	**.6**	**161.3**	**3.9**	**6,798,646**	**52.9**	**28,639**	**42,149**	**3,945,788**	**50.6**	**16,874**	**24,462**	**.1988**	**.1897**
Genesee	437.8	440.4	.6	161.3	3.9	6,798,646	52.9	28,639	42,149	3,945,788	50.6	16,874	24,462	.1988	.1897
GRAND RAPIDS	**610.4**	**630.7**	**3.3**	**228.4**	**6.4**	**10,429,302**	**68.8**	**28,786**	**45,662**	**4,872,395**	**60.9**	**14,111**	**21,333**	**.2611**	**.2687**
Kent	448.3	461.9	3.0	172.2	6.5	7,674,012	68.3	28,197	44,565	3,933,286	60.8	15,129	22,841	.1979	.2030
Ottawa	162.1	168.8	4.1	56.2	6.2	2,755,290	70.3	30,588	49,027	939,109	61.4	11,000	16,710	.0632	.0657
JACKSON	**150.0**	**148.3**	**–1.1**	**51.9**	**1.0**	**2,312,209**	**60.6**	**28,015**	**44,551**	**943,511**	**52.5**	**12,035**	**18,179**	**.0592**	**.0581**
Jackson	150.0	148.3	–1.1	51.9	1.0	2,312,209	60.6	28,015	44,551	943,511	52.5	12,035	18,179	.0592	.0581
KALAMAZOO	**212.4**	**214.2**	**.8**	**79.4**	**3.5**	**3,943,451**	**68.1**	**30,577**	**49,666**	**1,942,537**	**60.3**	**15,803**	**24,465**	**.0990**	**.1012**
Kalamazoo	212.4	214.2	.8	79.4	3.5	3,943,451	68.1	30,577	49,666	1,942,537	60.3	15,803	24,465	.0990	.1012
LANSING - EAST LANSING	**421.1**	**434.4**	**3.2**	**153.0**	**5.1**	**7,257,723**	**64.9**	**30,237**	**47,436**	**3,330,665**	**58.8**	**14,402**	**21,769**	**.1833**	**.1855**
Clinton	56.8	57.9	1.9	18.7	2.7	845,704	56.8	29,638	45,225	237,391	51.6	8,605	12,695	.0203	.0198
Eaton	92.6	98.1	5.9	35.2	9.0	1,364,688	50.3	28,113	38,770	732,212	51.4	14,978	20,801	.0396	.0379
Ingham	271.7	278.4	2.5	99.1	4.2	5,047,331	70.8	31,065	50,932	2,361,062	62.1	15,316	23,825	.1234	.1278

Look at WKZO Radio—the big buy for radio in Western Michigan.

The Kalamazoo ADI is rich, with more than $15.3 billion in effective buying income and $7 billion in total retail sales.* And once again, WKZO Radio is Kalamazoo's undisputed leader in reaching and selling the mature, affluent radio listeners.

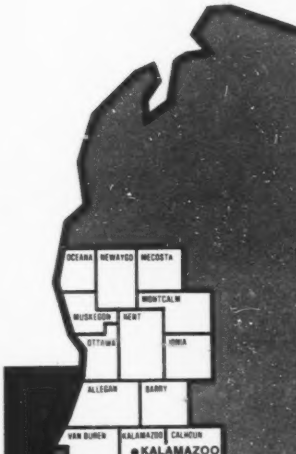
WKZO Radio is Kalamazoo's top-ranked adult station.

WKZO Radio overwhelms the competition for adults in Kalamazoo. Our 18+ AQH audience is more than 57% bigger than our nearest competitor's, Monday through Sunday. Our 18+ cume, 6 a.m. to Midnight, Monday through Sunday, is greater than the next two stations combined. And our 18+ exclusive cume, the measure of listener loyalty, is more than double that of the next closest station.**

So if you want to reach more adults in Western Michigan, take a close look at WKZO Radio. Call your McGavren Guild representative today for a copy of the latest Birch Radio Standard Market Report.

* S&MM© 1984 Survey of Buying Power

**The Birch Report, Kalamazoo-Portage TSA, May-June 1984. Data subject to qualifications listed in report.



AM-TV-FM

A Fetzer Station

WKZO

CBS RADIO FOR KALAMAZOO
AND GREATER WESTERN MICHIGAN

McGavren Guild Radio, National Representative

Who's on top in household penetration in the 3-county Detroit market?

(The #1 advertising vehicle, of course.)

There are a lot of doors an advertiser has to open to reach the big 3-county Detroit market. But there's only one newspaper that has the key to more of those doors: The Detroit News.

Here's the inside story.

- The News Daily Household Coverage is 41%.
- The News Sunday Household Coverage is 53%.

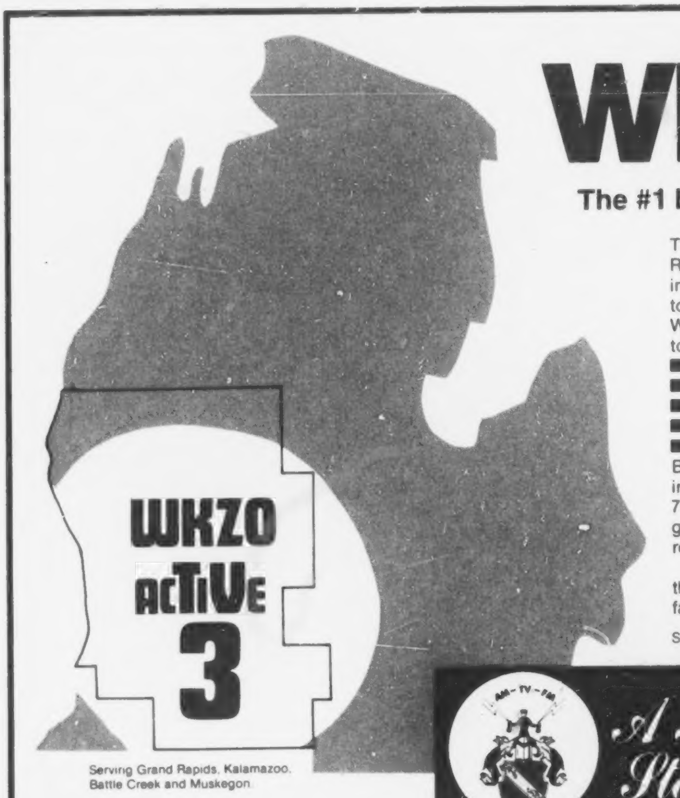
This is quality coverage. And this is what The News delivers. So whatever you have to sell, don't sell yourself short. To make sure you drive your message home, use the number 1 vehicle. The Detroit News.

The Detroit News
MICHIGAN'S LARGEST NEWSPAPER
A MEMBER OF ENA THE EVENING NEWS ASSOCIATION

Source: ABC Audit Report for 12 months ending 3/31/83.

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES STATE S&MM METRO AREA County	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
	12/31/83 Total Pop. (Thous.)	12/31/88 Total Pop. (Thous.)	% Change 1983–1988	12/31/88 Total Households (Thous.)	% Change 1983–1988	1988 Total EBI ($000)	% Change 1983–1988	Average Household EBI 1983	Average Household EBI 1988	1988 Total Retail Sales ($000)	% Change 1983–1988	Retail Sales Per Household 1983	Retail Sales Per Household 1988	1983	1988
MI (cont.)															
MUSKEGON	**153.5**	**154.4**	**.6**	**55.7**	**2.8**	**2,274,599**	**64.6**	**25,498**	**40,837**	**932,822**	**55.9**	**11,039**	**16,747**	**.0577**	**.0579**
Muskegon	153.5	154.4	.6	55.7	2.8	2,274,599	64.6	25,498	40,837	932,822	55.9	11,039	16,747	.0577	.0579
SAGINAW - BAY CITY - MIDLAND	**414.7**	**417.9**	**.8**	**147.2**	**3.2**	**6,102,631**	**54.1**	**27,749**	**41,458**	**3,085,476**	**49.8**	**14,437**	**20,961**	**.1724**	**.1650**
Bay	115.9	114.8	-.9	41.3	1.5	1,600,590	50.5	26,138	38,755	840,473	47.6	13,994	20,350	.0471	.0442
Midland	74.5	75.8	1.7	26.9	5.1	1,460,113	70.8	33,399	54,279	451,821	60.8	10,973	16,796	.0318	.0330
Saginaw	224.3	227.3	1.3	79.0	3.4	3,041,928	49.0	26,713	38,505	1,793,182	48.2	15,834	22,699	.0935	.0878
TOTAL METRO COUNTIES	**7,317.1**	**7,306.4**	**-.1**	**2,666.0**	**2.6**	**116,807,001**	**53.7**	**29,263**	**43,814**	**56,657,718**	**49.7**	**14,573**	**21,252**	**3.2102**	**3.0613**
TOTAL STATE	**9,129.3**	**9,161.7**	**.4**	**3,324.7**	**2.9**	**139,500,468**	**54.1**	**28,023**	**41,959**	**67,046,475**	**50.1**	**13,825**	**20,166**	**3.8476**	**3.6810**
MINNESOTA															
DULUTH	**264.2**	**264.6**	**.2**	**100.3**	**1.8**	**4,223,549**	**61.6**	**26,537**	**42,109**	**1,831,411**	**53.7**	**12,095**	**18,259**	**.1088**	**.1072**
St. Louis	220.5	222.0	.7	83.8	2.2	3,578,501	62.0	26,946	42,703	1,572,649	54.0	12,450	18,767	.0921	.0910
Douglas, Wisc.	*43.7*	*42.6*	*-2.5*	*16.5*	*.0*	*645,048*	*59.5*	*24,503*	*39,094*	*258,762*	*51.8*	*10,331*	*15,683*	*.0167*	*.0162*
FARGO - MOORHEAD	**145.3**	**155.4**	**7.0**	**58.7**	**10.8**	**2,239,710**	**50.9**	**28,008**	**38,155**	**1,422,623**	**54.2**	**17,406**	**24,235**	**.0676**	**.0653**
Clay	49.7	50.2	1.0	17.6	4.1	610,920	44.3	25,055	34,711	314,937	46.4	12,728	17,894	.0188	.0172
Cass, N. D.	*95.6*	*105.2*	*10.0*	*41.1*	*13.9*	*1,628,790*	*53.5*	*29,390*	*39,630*	*1,107,686*	*56.6*	*19,596*	*26,951*	*.0488*	*.0481*
MINNEAPOLIS - ST. PAUL	**2,200.2**	**2,316.9**	**5.3**	**876.1**	**8.1**	**43,600,695**	**69.6**	**31,728**	**49,767**	**22,038,007**	**64.3**	**16,550**	**25,155**	**1.0777**	**1.1241**
Anoka	210.8	232.0	10.1	76.5	13.8	3,963,182	78.1	33,110	51,806	1,575,754	71.8	13,649	20,598	.0889	.0971
Carver	40.0	44.0	10.0	14.7	11.4	742,297	76.5	31,861	50,496	219,421	70.0	9,780	14,927	.0156	.0170
Chisago	28.8	33.0	14.6	10.5	12.9	368,417	56.3	25,339	35,087	207,489	62.3	13,748	19,761	.0108	.0110
Dakota	214.9	244.0	13.5	85.7	17.4	4,582,296	83.5	34,205	53,469	2,486,140	79.9	18,928	29,010	.1067	.1210
Hennepin	938.9	955.2	1.7	392.7	5.1	19,956,995	66.1	32,135	50,820	11,180,445	61.2	18,553	28,471	.5129	.5234
Isanti	25.8	28.8	11.6	9.9	17.9	339,637	64.9	24,519	34,307	111,988	65.1	8,073	11,312	.0083	.0086
Ramsey	456.7	460.5	.8	182.2	4.2	8,698,308	65.3	30,095	47,740	4,417,166	59.6	15,830	24,244	.2216	.2244
Scott	48.2	54.4	12.9	17.3	14.6	768,613	63.9	31,066	44,428	266,785	62.7	10,862	15,421	.0183	.0191
Washington	124.4	139.6	12.2	45.9	15.9	2,609,634	84.0	35,820	56,855	916,233	78.5	12,965	19,962	.0540	.0609
Wright	65.7	75.7	15.2	23.7	15.0	788,533	52.1	25,170	33,271	403,532	57.7	12,425	17,027	.0232	.0231
St. Croix, Wisc.	*46.0*	*49.7*	*8.0*	*17.0*	*11.1*	*782,783*	*75.5*	*29,145*	*46,046*	*253,054*	*67.2*	*9,893*	*14,886*	*.0174*	*.0185*



Serving Grand Rapids, Kalamazoo, Battle Creek and Muskegon

WKZO-TV

The #1 buy in Michigan's #1 growth market!

The most recent U.S. Census shows Kalamazoo-Grand Rapids has grown 11.3% since 1970. It's the fastest growing of any Michigan market ranked among the nation's top 100.

While Kalamazoo-Grand Rapids-Battle Creek ranks in the top 40 ADI TV households, we rank:

- 20th in general merchandise sales
- 20th in department store sales
- 33rd in building material and hardware sales
- 34th in eating and drinking places sales
- 34th in effective buying income

Between 1982 and 1987, the market's effective buying income will jump from $15 billion to $20 billion. That is a 76% growth compared with the much smaller projected gains for the rest of Michigan, the east north central region, and the U.S.

Talk with the people at Avery-Knodel about WKZO-TV—the best way to reach your prime audience in Michigan's fastest growing market.

S & MM© 1984 Survey of Buying Power

A Fetzer Station

WKZO-TV

Channel 3 A CBS Affiliate 100,000 WATTS 1000 FT. TOWER

KALAMAZOO-GRAND RAPIDS AND GREATER WESTERN MICHIGAN

Avery-Knodel Television National Representatives

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES STATE S&MM METRO AREA County	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
	12/31/83 Total Pop. (Thous.)	12/31/88 Total Pop. (Thous.)	% Change 1983–1988	12/31/88 Total House-holds (Thous.)	% Change 1983–1988	1988 Total EBI ($000)	% Change 1983–1988	Average Household EBI 1983	Average Household EBI 1988	1988 Total Retail Sales ($000)	% Change 1983–1988	Retail Sales Per Household 1983	Retail Sales Per Household 1988	1983	1988
MN (cont.)															
ROCHESTER	**94.2**	**97.2**	**3.2**	**36.3**	**6.1**	**1,772,133**	**68.5**	**30,747**	**48,819**	**1,065,203**	**62.8**	**19,135**	**29,344**	**.0472**	**.0486**
Olmsted	94.2	97.2	3.2	36.3	6.1	1,772,133	68.5	30,747	48,819	1,065,203	62.8	19,135	29,344	.0472	.0486
ST. CLOUD	**173.2**	**186.8**	**7.9**	**59.0**	**10.3**	**2,168,829**	**59.6**	**25,399**	**36,760**	**1,423,540**	**56.0**	**17,055**	**24,128**	**.0668**	**.0670**
Benton	26.8	29.0	8.2	10.0	11.1	396,097	76.3	24,959	39,610	176,431	69.4	11,569	17,643	.0097	.0105
Sherburne	33.9	39.6	16.8	11.9	16.7	439,302	61.4	26,687	36,916	123,546	62.8	7,441	10,382	.0105	.0110
Stearns	112.5	118.2	5.1	37.1	8.2	1,333,430	54.7	25,132	35,942	1,123,563	53.4	21,354	30,285	.0466	.0455
TOTAL METRO COUNTIES	**2,691.8**	**2,823.4**	**4.9**	**1,055.8**	**7.6**	**50,948,295**	**66.1**	**30,874**	**48,256**	**26,161,282**	**62.9**	**16,363**	**24,779**	**1.2852**	**1.3294**
TOTAL STATE	**4,168.4**	**4,331.9**	**3.9**	**1,598.5**	**6.2**	**66,139,863**	**60.1**	**27,461**	**41,376**	**34,767,429**	**57.3**	**14,689**	**21,750**	**1.7999**	**1.7917**
MISSISSIPPI															
BILOXI - GULFPORT	**192.6**	**205.7**	**6.8**	**73.6**	**10.7**	**2,810,845**	**74.7**	**24,199**	**38,191**	**1,437,973**	**68.0**	**12,869**	**19,538**	**.0724**	**.0773**
Hancock	27.9	32.5	16.5	11.6	20.8	397,397	84.7	22,413	34,258	137,104	78.3	8,012	11,819	.0089	.0102
Harrison	164.7	173.2	5.2	62.0	9.0	2,413,448	73.1	24,500	38,927	1,300,869	67.0	13,689	20,982	.0635	.0671
JACKSON	**385.5**	**416.2**	**8.0**	**148.6**	**11.8**	**6,207,437**	**77.5**	**26,312**	**41,773**	**2,855,840**	**66.6**	**12,897**	**19,218**	**.1514**	**.1626**
Hinds	260.9	273.2	4.7	100.3	8.4	4,181,329	71.8	26,306	41,688	2,295,236	63.4	15,181	22,884	.1101	.1148
Madison	45.5	50.8	11.6	16.7	16.0	610,693	85.5	22,864	36,568	195,265	76.8	7,670	11,693	.0137	.0154
Rankin	79.1	92.2	16.6	31.6	21.5	1,415,415	92.8	28,241	44,792	365,339	83.3	7,666	11,561	.0276	.0324
PASCAGOULA	**127.7**	**140.9**	**10.3**	**48.5**	**14.1**	**2,201,737**	**84.3**	**28,114**	**45,397**	**801,313**	**75.1**	**10,767**	**16,522**	**.0482**	**.0538**
Jackson	127.7	140.9	10.3	48.5	14.1	2,201,737	84.3	28,114	45,397	801,313	75.1	10,767	16,522	.0482	.0538
TOTAL METRO COUNTIES	**765.1**	**829.3**	**8.4**	**292.6**	**12.2**	**12,066,080**	**77.8**	**26,017**	**41,237**	**5,322,526**	**68.3**	**12,123**	**18,190**	**.2908**	**.3140**
TOTAL STATE	**2,605.1**	**2,720.3**	**4.4**	**943.0**	**7.2**	**30,092,300**	**62.7**	**21,031**	**31,911**	**14,963,187**	**57.5**	**10,800**	**15,868**	**.8586**	**.8618**
MISSOURI															
COLUMBIA	**105.8**	**113.7**	**7.5**	**41.9**	**10.3**	**1,926,648**	**77.2**	**28,617**	**45,982**	**998,866**	**70.7**	**15,398**	**23,839**	**.0471**	**.0509**
Boone	105.8	113.7	7.5	41.9	10.3	1,926,648	77.2	28,617	45,982	998,866	70.7	15,398	23,839	.0471	.0509
JOPLIN	**131.1**	**135.5**	**3.4**	**51.3**	**3.0**	**1,562,955**	**50.8**	**20,806**	**30,467**	**1,191,627**	**51.6**	**15,787**	**23,229**	**.0533**	**.0510**
Jasper	88.4	90.1	1.9	34.6	1.5	1,079,768	50.4	21,054	31,207	994,729	51.0	19,312	28,749	.0395	.0378
Newton	42.7	45.4	6.3	16.7	6.4	483,187	51.8	20,268	28,933	196,898	54.3	8,129	11,790	.0138	.0132
KANSAS CITY	**1,452.0**	**1,496.4**	**3.1**	**582.2**	**5.8**	**24,714,594**	**55.4**	**28,910**	**42,450**	**13,486,893**	**55.6**	**15,755**	**23,165**	**.6835**	**.6676**
Cass	54.6	59.4	8.8	20.9	10.6	695,674	44.3	25,508	33,286	278,815	51.7	9,724	13,340	.0197	.0187
Clay	139.7	144.3	3.3	56.0	6.7	2,290,264	50.2	29,040	40,898	1,400,445	51.0	17,669	25,008	.0679	.0646
Jackson	615.3	613.6	−.3	247.6	2.4	10,142,525	57.1	26,719	40,963	6,217,930	54.7	16,631	25,113	.2925	.2847
Lafayette	30.5	31.2	2.3	11.4	1.8	316,419	29.7	21,783	27,756	150,050	38.2	9,694	13,162	.0106	.0091
Platte	51.3	58.3	13.6	21.3	15.8	634,765	30.8	26,372	29.801	195,111	44.5	7,340	9,160	.0181	.0163
Ray	22.3	23.5	5.4	8.4	6.3	220,215	27.2	21,908	26,216	99,106	39.4	8,997	11,798	.0074	.0065
Johnson, Kans.	*289.4*	*315.7*	*9.1*	*123.2*	*12.7*	*6,786,941*	*62.2*	*38,285*	*55,089*	*3,582,507*	*64.0*	*19,981*	*29,079*	*.1696*	*.1737*
Leavenworth, Kans.	*57.4*	*60.4*	*5.2*	*19.9*	*8.2*	*840,484*	*55.1*	*29,450*	*42,235*	*257,916*	*54.3*	*9,087*	*12,961*	*.0207*	*.0203*
Miami, Kans.	*22.6*	*23.9*	*5.8*	*9.0*	*9.8*	*287,955*	*40.8*	*24,942*	*31,995*	*95,673*	*46.3*	*7,973*	*10,630*	*.0080*	*.0074*
Wyandotte, Kans.	*168.9*	*166.1*	*−1.7*	*64.5*	*1.4*	*2,499,352*	*55.7*	*25,239*	*38,750*	*1,209,340*	*50.3*	*12,650*	*18,749*	*.0690*	*.0663*
ST. JOSEPH	**86.7**	**85.0**	**−2.0**	**32.0**	**−1.5**	**1,203,273**	**54.4**	**23,972**	**37,602**	**796,651**	**50.8**	**16,254**	**24,895**	**.0375**	**.0358**
Buchanan	86.7	85.0	−2.0	32.0	−1.5	1,203,273	54.4	23,972	37,602	796,651	50.8	16,254	24,895	.0375	.0358
ST. LOUIS	**1,812.0**	**1,862.4**	**2.8**	**698.5**	**5.4**	**31,609,642**	**61.8**	**29,496**	**45,254**	**15,869,480**	**57.9**	**15,166**	**22,719**	**.8278**	**.8276**
Franklin	77.1	84.3	9.3	28.5	9.6	935,967	51.7	23,736	32,841	561,687	54.6	13,971	19,708	.0291	.0284
Jefferson	159.4	177.9	11.6	58.7	13.1	2,420,558	68.9	27,611	41,236	826,210	66.5	9,562	14,075	.0569	.0599
St. Charles	160.4	184.1	14.8	62.9	18.7	3,218,937	86.8	32,505	51,175	1,290,275	80.5	13,491	20,513	.0688	.0787
St. Louis	968.8	975.9	.7	367.7	4.1	19,108,861	59.3	33,961	51,969	10,046,422	56.3	18,198	27,322	.5024	.4955
St. Louis city	425.6	418.7	−1.6	172.8	1.1	5,681,386	58.5	20,979	32,878	3,055,754	54.2	11,594	17,684	.1633	.1586
Monroe, Ill.	*20.7*	*21.5*	*3.9*	*7.9*	*6.8*	*243,933*	*32.2*	*24,929*	*30,878*	*89,132*	*43.7*	*8,382*	*11,283*	*.0073*	*.0065*
ST. LOUIS - EAST ST. LOUIS - ALTON CONSOLIDATED AREA	***2,375.8***	***2,418.3***	***1.8***	***907.1***	***4.6***	***38,962,456***	***58.2***	***28,388***	***42,953***	***19,612,188***	***55.2***	***14,561***	***21,621***	***1.0502***	***1.0309***
SPRINGFIELD	**219.1**	**234.3**	**6.9**	**91.0**	**9.5**	**3,428,862**	**70.0**	**24,273**	**37,680**	**2,154,153**	**64.3**	**15,778**	**23,672**	**.0951**	**.0993**
Christian	25.1	28.7	14.3	10.2	14.6	374,527	81.1	23,230	36,718	116,336	75.2	7,459	11,405	.0083	.0093
Greene	194.0	205.6	6.0	80.8	8.9	3,054,335	68.7	24,398	37,801	2,037,817	63.7	16,776	25,221	.0868	.0900
TOTAL METRO COUNTIES	**3,247.7**	**3,339.7**	**2.8**	**1,272.4**	**5.2**	**53,787,309**	**59.9**	**27,825**	**42,272**	**29,263,102**	**57.0**	**15,418**	**22,998**	**1.4697**	**1.4580**
TOTAL STATE	**4,990.3**	**5,153.2**	**3.3**	**1,937.4**	**5.1**	**72,084,551**	**56.2**	**25,030**	**37,207**	**40,510,962**	**55.0**	**14,173**	**20,910**	**2.0753**	**2.0291**

Legislation changes designation

In an announcement made only hours before this issue went to press, the Office of Management and Budget (OMB) redefined the former **St. Louis-East St. Louis-Alton** consolidated area **(CMSA)** as a single Metropolitan Statistical Area **(MSA).** This is a change in definition only and does not affect the market's geographical make-up. Data for the former consolidated area are identical to the data assigned to the new MSA. CMSA data are listed above and on page C-114 of the July 23 *Survey of Buying Power.* In terms of metro market rankings, the newly designated MSA is now the tenth-largest such area, just ahead of Atlanta.

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES STATE S&MM METRO AREA County	POPULATION 12/31/83 Total Pop. (Thous.)	POPULATION 12/31/88 Total Pop. (Thous.)	POPULATION % Change 1983–1988	POPULATION 12/31/88 Total Households (Thous.)	POPULATION % Change 1983–1988	EFFECTIVE BUYING INCOME 1988 Total EBI ($000)	EFFECTIVE BUYING INCOME % Change 1983–1988	EFFECTIVE BUYING INCOME Average Household EBI 1983	EFFECTIVE BUYING INCOME Average Household EBI 1988	RETAIL SALES 1988 Total Retail Sales ($000)	RETAIL SALES % Change 1983–1988	RETAIL SALES Retail Sales Per Household 1983	RETAIL SALES Retail Sales Per Household 1988	BUYING POWER INDEX 1983	BUYING POWER INDEX 1988
MONTANA															
BILLINGS	**117.5**	**130.1**	**10.7**	**52.0**	**14.5**	**2,114,100**	**77.6**	**26,221**	**40,656**	**1,730,184**	**73.9**	**21,912**	**33,273**	**.0608**	**.0664**
Yellowstone	117.5	130.1	10.7	52.0	14.5	2,114,100	77.6	26,221	40,656	1,730,184	73.9	21,912	33,273	.0608	.0664
GREAT FALLS	**80.5**	**79.6**	**-1.1**	**31.4**	**1.9**	**1,194,364**	**56.9**	**24,715**	**38,037**	**885,367**	**53.5**	**18,722**	**28,196**	**.0378**	**.0365**
Cascade	80.5	79.6	-1.1	31.4	1.9	1,194,364	56.9	24,715	38,037	885,367	53.5	18,722	28,196	.0378	.0365
TOTAL METRO COUNTIES	**198.0**	**209.7**	**5.9**	**83.4**	**9.4**	**3,308,464**	**69.5**	**25,612**	**39,670**	**2,615,551**	**66.4**	**20,623**	**31,362**	**.0986**	**.1029**
TOTAL STATE	**822.6**	**872.9**	**6.1**	**336.5**	**9.0**	**11,541,707**	**61.8**	**23,107**	**34,299**	**7,973,053**	**62.1**	**15,925**	**23,694**	**.3474**	**.3525**
NEBRASKA															
LINCOLN	**201.8**	**214.1**	**6.1**	**84.8**	**10.0**	**4,091,913**	**75.2**	**30,286**	**48,254**	**1,864,753**	**69.3**	**14,285**	**21,990**	**.0950**	**.1019**
Lancaster	201.8	214.1	6.1	84.8	10.0	4,091,913	75.2	30,286	48,254	1,864,753	69.3	14,285	21,990	.0950	.1019
OMAHA	**597.2**	**613.4**	**2.7**	**232.8**	**5.9**	**11,114,652**	**67.8**	**30,138**	**47,743**	**4,950,597**	**61.1**	**13,985**	**21,265**	**.2707**	**.2777**
Douglas	400.8	405.6	1.2	159.1	4.6	7,728,683	66.1	30,599	48,578	3,683,841	59.7	15,170	23,154	.1923	.1952
Sarpy	93.8	104.7	11.6	34.1	15.2	1,777,944	83.0	32,817	52,139	503,346	77.8	9,565	14,761	.0359	.0403
Washington	16.3	17.2	5.5	6.3	8.6	232,025	49.3	26,800	36,829	87,800	52.0	9,961	13,937	.0063	.0059
Pottawattamie, Iowa	*86.3*	*85.9*	*–.5*	*33.3*	*3.1*	*1,376,000*	*63.2*	*26,108*	*41,321*	*675,610*	*58.7*	*13,180*	*20,289*	*.0362*	*.0363*
TOTAL METRO COUNTIES	**730.6**	**761.3**	**4.2**	**291.4**	**7.6**	**14,133,221**	**70.6**	**30,590**	**48,501**	**6,287,733**	**63.9**	**14,159**	**21,578**	**.3369**	**.3513**
TOTAL STATE	**1,603.4**	**1,649.9**	**2.9**	**624.8**	**5.1**	**24,046,067**	**55.4**	**26,037**	**38,486**	**12,509,698**	**54.2**	**13,653**	**20,022**	**.6736**	**.6553**
NEVADA															
LAS VEGAS	**529.3**	**620.6**	**17.2**	**252.2**	**21.4**	**10,183,800**	**82.0**	**26,934**	**40,380**	**5,976,944**	**80.5**	**15,938**	**23,699**	**.2488**	**.2820**
Clark	529.3	620.6	17.2	252.2	21.4	10,183,800	82.0	26,934	40,380	5,976,944	80.5	15,938	23,699	.2488	.2820
RENO	**213.4**	**241.4**	**13.1**	**103.7**	**17.2**	**4,406,812**	**73.4**	**28,721**	**42,496**	**3,137,320**	**72.9**	**20,498**	**30,254**	**.1185**	**.1286**
Washoe	213.4	241.4	13.1	103.7	17.2	4,406,812	73.4	28,721	42,496	3,137,320	72.9	20,498	30,254	.1185	.1286
TOTAL METRO COUNTIES	**742.7**	**862.0**	**16.1**	**355.9**	**20.1**	**14,590,612**	**79.3**	**27,468**	**40,996**	**9,114,264**	**77.8**	**17,300**	**25,609**	**.3673**	**.4106**
TOTAL STATE	**904.6**	**1,049.8**	**16.1**	**430.7**	**20.1**	**17,377,775**	**78.7**	**27,116**	**40,348**	**10,643,527**	**77.5**	**16,726**	**24,712**	**.4372**	**.4877**

KOLN-TV/KGIN-TV
#1 IN NEWS

The dominance of KOLN-TV/KGIN-TV news in the Lincoln-Hastings-Kearney ADI was further enhanced by the 1984 County Coverage Arbitron figures.

Even more important is the popularity of KOLN-TV/KGIN-TV 6 pm and 10 pm news in the home counties of the four stations in our market.

Lancaster County — KOLN-TV's Home County
76,600 TV Households

	6 pm News Share	10 pm News Share
KOLN-TV+	**38**	**41**
KHGI-TV+	0	0
KHAS-TV	0	0

Hall County — KGIN-TV's Home County
18,400 TV Households

	6 pm News Share	10 pm News Share
KOLN-TV+	**47**	**48**
KHGI-TV+	21	18
KHAS-TV	12	22

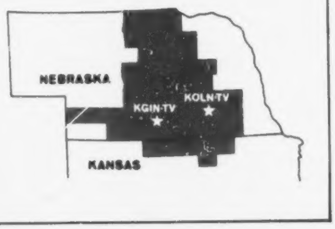
Buffalo County — KHGI-TV's Home County
12,950 TV Households

	6 pm News Share	10 pm News Share
KOLN-TV+	**38**	**36**
KHGI-TV+	45	42
KHAS-TV	5	8

Adams County — KHAS-TV's Home County
12,250 TV Households

	6 pm News Share	10 pm News Share
KOLN-TV+	**32**	**38**
KHGI-TV+	15	15
KHAS-TV	40	37

You've got to cover the Lincoln-Hastings-Kearney market if you want to cover Nebraska. Get all the facts from your Avery-Knodel representative.



A Fetzer Station

KOLN-TV/KGIN-TV
Channel 10 A CBS Affiliate Channel 11
LINCOLN, NEBRASKA 1500 FT. TOWER / GRAND ISLAND, NEBRASKA 1069 FT. TOWER
Avery-Knodel Television National Representatives

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
STATE S&MM METRO AREA County	12/31/83 Total Pop. (Thous.)	12/31/88 Total Pop. (Thous.)	% Change 1983–1988	12/31/88 Total House-holds (Thous.)	% Change 1983–1988	1988 Total EBI ($000)	% Change 1983–1988	Average Household EBI 1983	Average Household EBI 1988	1988 Total Retail Sales ($000)	% Change 1983–1988	Retail Sales Per Household 1983	Retail Sales Per Household 1988	1983	1988
NEW HAMPSHIRE															
MANCHESTER - NASHUA	**288.6**	**305.7**	**5.9**	**112.4**	**9.6**	**5,127,945**	**68.2**	**29,718**	**45,622**	**3,029,317**	**67.2**	**17,664**	**26,951**	**.1358**	**.1418**
Hillsborough	288.6	305.7	5.9	112.4	9.6	5,127,945	68.2	29,718	45,622	3,029,317	67.2	17,664	26,951	.1358	.1418
PORTSMOUTH - DOVER - ROCHESTER	**295.1**	**320.7**	**8.7**	**116.6**	**12.2**	**5,464,877**	**77.6**	**29,615**	**46,869**	**3,391,079**	**73.5**	**18,816**	**29,083**	**.1406**	**.1534**
Rockingham	206.5	227.6	10.2	83.3	14.0	4,054,096	80.0	30,819	48,669	2,569,497	75.4	20,045	30,846	.1030	.1138
Strafford	88.6	93.1	5.1	33.3	8.1	1,410,781	71.2	26,759	42,366	821,582	67.8	15,898	24,672	.0376	.0396
TOTAL METRO COUNTIES	**583.7**	**626.4**	**7.3**	**229.0**	**10.9**	**10,592,822**	**72.9**	**29,666**	**46,257**	**6,420,396**	**70.4**	**18,243**	**28,037**	**.2764**	**.2952**
TOTAL STATE	**964.5**	**1,025.9**	**6.4**	**377.7**	**9.2**	**15,621,002**	**64.5**	**27,460**	**41,358**	**10,030,527**	**64.1**	**17,672**	**26,557**	**.4403**	**.4523**
NEW JERSEY															
ATLANTIC CITY	**295.5**	**321.2**	**8.7**	**127.0**	**11.8**	**4,569,822**	**55.7**	**25,838**	**35,983**	**3,174,520**	**60.4**	**17,423**	**24,996**	**.1380**	**.1379**
Atlantic	202.9	215.5	6.2	82.8	8.5	2,910,835	47.0	25,951	35,155	2,030,547	54.1	17,274	24,524	.0930	.0888
Cape May	92.6	105.7	14.1	44.2	18.5	1,658,987	73.7	25,606	37,534	1,143,973	73.0	17,727	25,882	.0450	.0491
BERGEN - PASSAIC	**1,277.4**	**1,260.0**	**–1.4**	**471.0**	**1.8**	**25,893,795**	**54.6**	**36,220**	**54,976**	**12,959,673**	**52.9**	**18,331**	**27,515**	**.6824**	**.6559**
Bergen	833.2	819.3	–1.7	311.7	1.6	19,022,893	56.4	39,664	61,029	9,269,674	53.8	19,652	29,739	.4843	.4694
Passaic	444.2	440.7	–.8	159.3	2.2	6,870,902	49.8	29,441	43,132	3,689,999	50.6	15,730	23,164	.1981	.1865
JERSEY CITY	**548.4**	**537.8**	**–1.9**	**206.1**	**–.5**	**6,982,101**	**39.7**	**24,130**	**33,877**	**2,914,895**	**43.2**	**9,827**	**14,143**	**.2054**	**.1836**
Hudson	548.4	537.8	–1.9	206.1	–.5	6,982,101	39.7	24,130	33,877	2,914,895	43.2	9,827	14,143	.2054	.1836
MIDDLESEX - SOMERSET - HUNTERDON	**905.5**	**933.4**	**3.1**	**331.4**	**6.6**	**18,307,804**	**58.7**	**37,100**	**55,244**	**7,712,752**	**57.4**	**15,759**	**23,273**	**.4482**	**.4442**
Hunterdon	95.2	105.6	10.9	36.7	15.0	2,116,065	72.5	38,447	57,658	845,638	70.2	15,580	23,042	.0470	.0505
Middlesex	603.4	615.0	1.9	218.8	5.4	11,372,912	55.3	35,266	51,979	5,037,817	55.2	15,636	23,025	.2904	.2827
Somerset	206.9	212.8	2.9	75.9	6.3	4,818,827	61.3	41,831	63,489	1,829,297	58.2	16,197	24,101	.1108	.1110
MONMOUTH - OCEAN	**910.5**	**993.7**	**9.1**	**378.3**	**13.1**	**17,734,752**	**68.3**	**31,502**	**46,880**	**8,011,273**	**66.6**	**14,377**	**21,177**	**.4253**	**.4462**
Monmouth	522.2	548.6	5.1	199.3	8.6	10,652,367	64.6	35,264	53,449	4,478,192	62.1	15,056	22,470	.2532	.2587
Ocean	388.3	445.1	14.6	179.0	18.5	7,082,385	74.2	26,931	39,566	3,533,081	72.7	13,552	19,738	.1721	.1875
NEWARK	**1,868.8**	**1,860.4**	**–.4**	**675.0**	**2.2**	**35,558,737**	**56.2**	**34,464**	**52,680**	**14,800,092**	**53.8**	**14,567**	**21,926**	**.8907**	**.8635**
Essex	826.4	794.9	–3.8	291.7	–1.7	13,063,145	47.7	29,806	44,783	5,387,493	46.3	12,403	18,469	.3532	.3254
Morris	417.7	432.5	3.5	150.3	7.0	10,266,102	68.9	43,254	68,304	4,367,221	64.8	18,866	29,057	.2329	.2423
Sussex	130.8	151.1	15.5	51.5	19.2	2,667,970	79.9	34,334	51,805	843,153	76.0	11,087	16,372	.0551	.0615
Union	493.9	481.9	–2.4	181.5	.8	9,561,520	50.4	35,313	52,681	4,202,225	49.5	15,613	23,153	.2495	.2343
TRENTON	**310.8**	**315.1**	**1.4**	**114.2**	**4.6**	**5,373,051**	**51.9**	**32,397**	**47,049**	**2,676,098**	**53.1**	**16,002**	**23,433**	**.1465**	**.1402**
Mercer	310.8	315.1	1.4	114.2	4.6	5,373,051	51.9	32,397	47,049	2,676,098	53.1	16,002	23,433	.1465	.1402
VINELAND - MILLVILLE - BRIDGETON	**137.0**	**142.4**	**3.9**	**49.6**	**6.4**	**1,554,064**	**39.2**	**23,952**	**31,332**	**998,160**	**45.4**	**14,733**	**20,124**	**.0530**	**.0482**
Cumberland	137.0	142.4	3.9	49.6	6.4	1,554,064	39.2	23,952	31,332	998,160	45.4	14,733	20,124	.0530	.0482
TOTAL METRO COUNTIES	**7,484.6**	**7,661.9**	**2.4**	**2,813.4**	**5.4**	**136,341,183**	**56.5**	**32,662**	**48,461**	**63,050,769**	**55.8**	**15,170**	**22,411**	**3.5295**	**3.4542**
TOTAL STATE	**7,484.6**	**7,661.9**	**2.4**	**2,813.4**	**5.4**	**136,341,183**	**56.5**	**32,662**	**48,461**	**63,050,769**	**55.8**	**15,170**	**22,411**	**3.5295**	**3.4542**
NEW MEXICO															
ALBUQUERQUE	**455.8**	**506.3**	**11.1**	**196.2**	**14.9**	**7,358,410**	**66.4**	**25,900**	**37,505**	**4,106,875**	**65.9**	**14,499**	**20,932**	**.1963**	**.2052**
Bernalillo	455.8	506.3	11.1	196.2	14.9	7,358,410	66.4	25,900	37,505	4,106,875	65.9	14,499	20,932	.1963	.2052
LAS CRUCES	**106.4**	**120.6**	**13.3**	**41.9**	**17.4**	**1,300,708**	**66.2**	**21,928**	**31,043**	**732,659**	**68.8**	**12,159**	**17,486**	**.0368**	**.0389**
Dona Ana	106.4	120.6	13.3	41.9	17.4	1,300,708	66.2	21,928	31,043	732,659	68.8	12.159	17,486	.0368	.0389
SANTA FE	**100.8**	**111.6**	**10.7**	**42.9**	**14.4**	**1,848,983**	**70.0**	**28,995**	**43,100**	**981,696**	**69.8**	**15,420**	**22,883**	**.0465**	**.0497**
Los Alamos	18.2	19.1	4.9	7.2	7.5	508,185	73.3	43,761	70,581	116,505	66.9	10,421	16,181	.0095	.0104
Santa Fe	82.6	92.5	12.0	35.7	15.9	1,340,798	68.8	25,783	37,557	865,191	70.2	16,508	24,235	.0370	.0393
TOTAL METRO COUNTIES	**663.0**	**738.5**	**11.4**	**281.0**	**15.2**	**16,508,101**	**67.0**	**25,795**	**37,395**	**5,821,230**	**66.9**	**14,298**	**20,716**	**.2796**	**.2938**
TOTAL STATE	**1,416.7**	**1,570.8**	**10.9**	**567.6**	**14.3**	**19,613,475**	**65.9**	**23,817**	**34,555**	**11,394,399**	**65.4**	**13,875**	**20,075**	**.5484**	**.5717**

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S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
STATE S&MM METRO AREA County	12/31/83 Total Pop. (Thous.)	12/31/88 Total Pop. (Thous.)	% Change 1983–1988	12/31/88 Total House-holds (Thous.)	% Change 1983–1988	1988 Total EBI ($000)	% Change 1983–1988	Average Household EBI 1983	Average Household EBI 1988	1988 Total Retail Sales ($000)	% Change 1983–1988	Retail Sales Per Household 1983	Retail Sales Per Household 1988	1983	1988
NEW YORK															
ALBANY - SCHENECTADY - TROY	861.9	890.6	3.3	335.4	5.7	13,568,860	51.5	28,228	40,456	6,584,333	52.5	13,610	19,631	.3748	.3590
Albany	291.8	299.9	2.8	116.3	5.0	5,031,173	53.1	29,653	43,260	2,719,996	53.4	16,000	23,388	.1402	.1350
Greene	44.1	48.0	8.8	18.6	12.0	523,749	41.1	22,367	28,159	264,110	47.9	10,755	14,199	.0162	.0152
Montgomery	53.6	53.8	.4	20.2	1.0	754,372	52.2	24,785	37,345	325,022	50.5	10,797	16,090	.0206	.0197
Rensselaer	154.7	158.4	2.4	57.0	4.6	2,383,781	57.8	27,725	41,821	783,924	55.6	9,243	13,753	.0584	.0573
Saratoga	168.7	182.8	8.4	65.4	12.0	2,746,065	59.4	29,499	41,989	1,251,776	60.4	13,364	19,140	.0711	.0715
Schenectady	149.0	147.7	–.9	57.9	1.8	2,129,720	35.9	27,552	36,783	1,239,505	43.2	15,215	21,408	.0683	.0603
BINGHAMTON	266.6	270.9	1.6	100.9	4.5	4,251,916	54.2	28,549	42,140	2,099,809	52.7	14,236	20,811	.1165	.1124
Broome	214.4	215.4	.5	81.2	3.2	3,333,474	50.4	28,154	41,053	1,837,517	51.0	15,462	22,630	.0965	.0914
Tioga	52.2	55.5	6.3	19.7	10.1	918,442	69.4	30,285	46,621	262,292	65.7	8,842	13,314	.0200	.0210
BUFFALO	993.5	964.7	–2.9	362.2	–.5	12,870,914	31.0	26,994	35,535	6,983,908	37.5	13,950	19,282	.4236	.3619
Erie	993.5	964.7	–2.9	362.2	–.5	12,870,914	31.0	26,994	35,535	6,983,908	37.5	13,950	19,282	.4236	.3619
BUFFALO - NIAGARA FALLS CONSOLIDATED AREA	*1,221.7*	*1,193.2*	*–2.3*	*447.6*	*.2*	*15,684,980*	*30.7*	*26,869*	*35,042*	*8,475,529*	*37.6*	*13,790*	*18,935*	*.5170*	*.4419*
ELMIRA	98.2	98.6	.4	35.9	2.6	1,190,733	37.1	24,806	33,168	584,425	41.3	11,817	16,279	.0375	.0333
Chemung	98.2	98.6	.4	35.9	2.6	1,190,733	37.1	24,806	33,168	584,425	41.3	11,817	16,279	.0375	.0333
GLENS FALLS	114.5	120.4	5.2	41.9	6.3	1,485,595	50.7	25,027	35,456	900,829	54.2	14,828	21,499	.0457	.0439
Warren	57.9	61.9	6.9	22.1	7.3	803,564	52.8	25,526	36,360	647,422	55.5	20,215	29,295	.0268	.0260
Washington	56.6	58.5	3.4	19.8	5.3	682,031	48.2	24,480	34,446	253,407	51.0	8,924	12,798	.0189	.0179
NASSAU - SUFFOLK	2,665.9	2,763.0	3.6	911.3	7.1	59,669,855	69.1	41,462	65,478	25,136,178	63.3	18,081	27,583	1.3732	1.4251
Nassau	1,318.0	1,328.6	.8	451.4	4.2	31,885,606	64.8	44,643	70,637	14,949,814	59.9	21,575	33,119	.7637	.7738
Suffolk	1,347.9	1,434.4	6.4	459.9	10.1	27,784,249	74.3	38,163	60,414	10,186,364	68.6	14,459	22,149	.6095	.6513
NEW YORK	8,241.8	8,315.8	.9	3,325.7	2.7	129,086,760	44.3	27,629	38,815	48,962,716	47.8	10,229	14,723	3.4578	3.1849
Bronx	1,073.7	1,063.0	–1.0	400.7	.5	10,007,367	26.3	19,862	24,975	3,566,656	36.5	6,549	8,901	.3273	.2769
Kings	2,135.1	2,080.4	–2.6	816.4	.5	25,680,772	40.6	22,486	31,456	7,790,147	43.9	6,666	9,542	.7104	.6368
New York (Manhattan)	1,468.7	1,493.1	1.7	757.3	3.0	30,512,573	44.1	28,801	40,291	17,437,901	48.0	16,030	23,026	.8770	.8081
Putnam	86.3	98.8	14.5	33.2	18.1	1,596,711	60.5	35,413	48,094	559,407	66.2	11,978	16,850	.0371	.0384
Queens	1,947.1	1,984.9	1.9	752.3	2.3	29,044,051	40.4	28,139	38,607	8,311,068	44.8	7,807	11,048	.7548	.6827
Richmond	387.6	432.1	11.5	145.3	13.6	7,552,692	72.2	34,284	51,980	1,969,188	68.7	9,126	13,553	.1565	.1677
Rockland	275.6	294.1	6.7	94.2	10.4	6,063,335	70.9	41,583	64,367	2,034,821	66.3	14,342	21,601	.1304	.1376
Westchester	867.7	869.4	.2	326.3	3.5	18,629,259	49.2	39,617	57,092	7,293,528	50.5	15,376	22,352	.4643	.4367
NEW YORK - NORTHERN NEW JERSEY - LONG ISLAND CONSOLIDATED AREA	*17,507.4*	*17,784.8*	*1.6*	*6,693.5*	*3.9*	*315,623,909*	*53.3*	*31,956*	*47,154*	*131,275,035*	*53.9*	*13,240*	*19,612*	*8.0623*	*7.7662*
NIAGARA FALLS	228.2	228.5	.1	85.4	3.4	2,814,066	29.5	26,317	32,952	1,491,621	38.1	13,080	17,466	.0934	.0800
Niagara	228.2	228.5	.1	85.4	3.4	2,814,066	29.5	26,317	32,952	1,491,621	38.1	13,080	17,466	.0934	.0800

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S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
STATE S&MM METRO AREA County	12/31/83 Total Pop. (Thous.)	12/31/88 Total Pop. (Thous.)	% Change 1983–1988	12/31/88 Total Households (Thous.)	% Change 1983–1988	1988 Total EBI ($000)	% Change 1983–1988	Average Household EBI 1983	Average Household EBI 1988	1988 Total Retail Sales ($000)	% Change 1983–1988	Retail Sales Per Household 1983	Retail Sales Per Household 1988	1983	1988
NY (cont.)															
ORANGE COUNTY	**277.7**	**301.6**	**8.6**	**99.3**	**9.8**	**4,378,368**	**60.1**	**30,243**	**44,092**	**2,178,097**	**60.7**	**14,989**	**21,935**	**.1165**	**.1178**
Orange	277.7	301.6	8.6	99.3	9.8	4,378,368	60.1	30,243	44,092	2,178,097	60.7	14,989	21,935	.1165	.1178
POUGHKEEPSIE	**259.0**	**277.3**	**7.1**	**96.4**	**10.4**	**5,085,863**	**69.7**	**34,329**	**52,758**	**2,138,771**	**66.4**	**14,721**	**22,186**	**.1189**	**.1247**
Dutchess	259.0	277.3	7.1	96.4	10.4	5,085,863	69.7	34,329	52,758	2,138,771	66.4	14,721	22,186	.1189	.1247
ROCHESTER	**995.9**	**1,031.6**	**3.6**	**383.8**	**6.5**	**17,281,979**	**51.7**	**31,610**	**45,029**	**8,075,476**	**53.0**	**14,647**	**21,041**	**.4625**	**.4440**
Livingston	59.2	62.2	5.1	20.8	7.8	852,177	54.7	28,537	40,970	352,839	56.0	11,720	16,963	.0226	.0220
Monroe	713.4	730.3	2.4	279.7	5.8	13,419,838	53.7	33,039	47,979	6,079,823	54.5	14,887	21,737	.3475	.3360
Ontario	94.5	102.1	8.0	35.7	9.5	1,287,091	42.8	27,652	36,053	746,371	48.0	15,471	20,907	.0402	.0374
Orleans	39.8	41.7	4.8	14.7	7.3	581,332	51.2	28,055	39,546	170,214	50.9	8,233	11,579	.0145	.0140
Wayne	89.0	95.3	7.1	32.9	8.2	1,141,541	39.1	26,988	34,697	726,229	45.5	16,424	22,074	.0377	.0346
SYRACUSE	**658.4**	**675.7**	**2.6**	**243.9**	**4.8**	**10,458,113**	**52.8**	**29,396**	**42,879**	**5,119,926**	**52.4**	**14,429**	**20,992**	**.2877**	**.2764**
Madison	67.4	70.3	4.3	23.3	6.9	746,559	35.8	25,219	32,041	345,111	42.9	11,079	14,812	.0236	.0212
Onondaga	469.6	477.9	1.8	177.8	4.1	7,593,203	50.4	29,569	42,706	4,070,149	51.5	15,727	22,892	.2162	.2053
Oswego	121.4	127.5	5.0	42.8	6.5	2,118,351	70.4	30,925	49,494	704,666	63.4	10,729	16,464	.0479	.0499
UTICA - ROME	**320.3**	**320.1**	**–.1**	**115.2**	**1.8**	**4,121,702**	**43.7**	**25,335**	**35,779**	**2,193,147**	**46.0**	**13,273**	**19,038**	**.1266**	**.1163**
Herkimer	67.7	69.1	2.1	24.5	2.1	919,599	55.4	24,660	37,535	357,145	52.7	9,746	14,577	.0243	.0237
Oneida	252.6	251.0	–.6	90.7	1.7	3,202,103	40.7	25,517	35,304	1,836,002	44.7	14,222	20,243	.1023	.0926
TOTAL METRO COUNTIES	**15,981.9**	**16,258.8**	**1.7**	**6,137.3**	**3.9**	**266,264,724**	**50.3**	**29,985**	**43,385**	**112,449,236**	**51.7**	**12,549**	**18,322**	**7.0347**	**6.6797**
TOTAL STATE	**17,740.3**	**18,100.9**	**2.0**	**6,789.0**	**4.2**	**288,491,225**	**50.1**	**29,491**	**42,494**	**123,607,480**	**51.6**	**12,513**	**18,207**	**7.6953**	**7.3047**
NORTH CAROLINA															
ASHEVILLE	**165.6**	**171.7**	**3.7**	**68.8**	**7.2**	**2,242,436**	**58.3**	**22,061**	**32,594**	**1,460,641**	**59.1**	**14,297**	**21,230**	**.0677**	**.0672**
Buncombe	165.6	171.7	3.7	68.8	7.2	2,242,436	58.3	22,061	32,594	1,460,641	59.1	14,297	21,230	.0677	.0672
BURLINGTON	**98.5**	**100.2**	**1.7**	**38.9**	**5.1**	**1,322,012**	**53.5**	**23,281**	**33,985**	**863,176**	**55.8**	**14,978**	**22,190**	**.0409**	**.0397**
Alamance	98.5	100.2	1.7	38.9	5.1	1,322,012	53.5	23,281	33,985	863,176	55.8	14,978	22,190	.0409	.0397
CHARLOTTE - GASTONIA - ROCK HILL	**1,013.3**	**1,073.2**	**5.9**	**402.5**	**9.1**	**15,346,166**	**63.3**	**25,481**	**38,127**	**8,478,044**	**63.0**	**14,103**	**21,063**	**.4193**	**.4279**
Cabarrus	89.7	95.5	6.5	35.3	8.6	1,351,595	70.3	24,415	38,289	729,494	67.5	13,398	20,666	.0356	.0376
Gaston	165.5	170.0	2.7	61.7	5.3	2,237,853	59.5	23,942	36,270	1,255,324	58.9	13,478	20,346	.0641	.0638
Lincoln	45.8	50.6	10.5	18.7	14.0	615,839	65.6	22,676	32,933	251,201	64.9	9,287	13,433	.0158	.0163
Mecklenburg	420.9	444.8	5.7	174.4	9.3	6,842,143	58.9	26,988	39,232	4,288,901	61.2	16,674	24,592	.1955	.1960
Rowan	101.3	104.3	3.0	40.3	6.6	1,526,147	68.4	23,974	37,870	655,806	64.5	10,544	16,273	.0381	.0394
Union	76.0	83.8	10.3	28.5	13.1	962,925	58.7	24,081	33,787	472,406	63.8	11,447	16,576	.0268	.0273
York, S. C.	*114.1*	*124.2*	*8.9*	*43.6*	*12.7*	*1,809,664*	*79.4*	*26,071*	*41,506*	*824,912*	*73.6*	*12,280*	*18,920*	*.0434*	*.0475*
FAYETTEVILLE	**260.5**	**276.4**	**6.1**	**89.7**	**10.2**	**3,364,196**	**69.7**	**24,359**	**37,505**	**1,847,313**	**67.2**	**13,574**	**20,594**	**.0927**	**.0969**
Cumberland	260.5	276.4	6.1	89.7	10.2	3,364,196	69.7	24,359	37,505	1,847,313	67.2	13,574	20,594	.0927	.0969

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NC (cont.)															
GREENSBORO - WINSTON-SALEM - HIGH POINT	**880.3**	**918.5**	**4.3**	**355.2**	**7.9**	**13,868,314**	**64.8**	**25,555**	**39,044**	**7,829,403**	**62.5**	**14,631**	**22,042**	**.3770**	**.3849**
Davidson	118.0	124.5	5.5	46.8	9.3	1,650,098	66.0	23,231	35,259	694,375	64.3	9,873	14,837	.0421	.0432
Davie	26.3	28.6	8.7	10.8	12.5	349,586	58.9	22,914	32,369	137,335	63.5	8,747	12,716	.0090	.0092
Forsyth	250.7	260.1	3.7	103.4	7.2	4,667,361	72.5	28,035	45,139	2,595,208	66.3	16,174	25,099	.1189	.1250
Guilford	323.6	332.2	2.7	128.9	6.2	5,038,544	58.6	26,175	39,089	3,576,012	59.4	18,480	27,743	.1523	.1514
Randolph	96.0	101.7	5.9	38.8	9.3	1,206,011	53.8	22,094	31,083	536,627	58.5	9,536	13,831	.0335	.0329
Stokes	36.1	40.2	11.4	14.6	15.9	528,741	83.2	22,908	36,215	108,700	77.8	4,853	7,445	.0108	.0121
Yadkin	29.6	31.2	5.4	11.9	9.2	427,973	74.7	22,479	35,964	181,146	68.3	9,874	15,222	.0104	.0111
HICKORY	**211.8**	**224.2**	**5.9**	**83.9**	**9.2**	**3,027,943**	**66.6**	**23,658**	**36,090**	**1,655,350**	**65.0**	**13,062**	**19,730**	**.0824**	**.0851**
Alexander	26.9	29.6	10.0	10.6	12.8	344,336	66.4	22,009	32,485	103,730	65.8	6,655	9,786	.0084	.0087
Burke	75.7	79.9	5.5	29.9	9.1	1,054,093	69.2	22,731	35,254	398,459	66.3	8,743	13,326	.0258	.0269
Catawba	109.2	114.7	5.0	43.4	8.5	1,629,514	65.1	24,681	37,546	1,153,161	64.5	17,526	26,571	.0482	.0495
JACKSONVILLE	**120.0**	**127.5**	**6.3**	**37.0**	**11.4**	**1,012,342**	**35.4**	**22,522**	**27,361**	**619,565**	**49.1**	**12,520**	**16,745**	**.0368**	**.0338**
Onslow	120.0	127.5	6.3	37.0	11.4	1,012,342	35.4	22,522	27,361	619,565	49.1	12,520	16,745	.0368	.0338
RALEIGH - DURHAM	**600.3**	**653.1**	**8.8**	**251.0**	**12.9**	**10,540,800**	**74.4**	**27,185**	**41,995**	**5,482,594**	**72.1**	**14,327**	**21,843**	**.2614**	**.2814**
Durham	157.8	164.5	4.2	64.5	7.9	2,895,149	76.3	27,469	44,886	1,522,407	69.1	15,055	23,603	.0714	.0763
Franklin	31.2	32.9	5.4	11.7	9.3	307,503	53.5	18,719	26,282	117,005	56.2	7,003	10,000	.0089	.0086
Orange	82.6	90.1	9.1	34.6	13.8	1,216,261	62.3	24,658	35,152	486,535	65.7	9,661	14,062	.0306	.0313
Wake	328.7	365.6	11.2	140.2	15.5	6,121,887	77.4	28,424	43,665	3,356,647	75.2	15,782	23,942	.1505	.1652
WILMINGTON	**109.7**	**118.2**	**7.7**	**46.0**	**11.4**	**1,561,014**	**61.3**	**23,433**	**33,935**	**1,158,478**	[illegible]	**17,078**	**25,184**	**.0479**	**.0490**
New Hanover	109.7	118.2	7.7	46.0	11.4	1,561,014	61.3	23,433	33,935	1,158,478	64.2	17,078	25,184	.0479	.0490
TOTAL METRO COUNTIES	**3,345.9**	**3,538.8**	**5.8**	**1,329.4**	**9.4**	**50,475,559**	**64.7**	**25,206**	**37,969**	**28,569,652**	**63.9**	**14,338**	**21,491**	**1.3827**	**1.4184**
TOTAL STATE	**6,120.3**	**6,438.5**	**5.2**	**2,390.5**	**8.7**	**82,417,090**	**62.3**	**23,087**	**34,477**	**46,745,760**	**62.2**	**13,103**	**19,555**	**2.3390**	**2.3708**
NORTH DAKOTA															
BISMARCK	**89.2**	**102.2**	**14.6**	**37.0**	**16.7**	**1,510,964**	**62.2**	**29,394**	**40,837**	**814,991**	**62.4**	**15,835**	**22,027**	**.0402**	**.0414**
Burleigh	61.4	70.7	15.1	25.9	17.2	1,239,035	72.2	32,552	47,839	638,307	68.9	17,103	24,645	.0301	.0324
Morton	27.8	31.5	13.3	11.1	15.6	271,929	28.0	22,124	24,498	176,684	42.5	12,918	15,917	.0101	.0090

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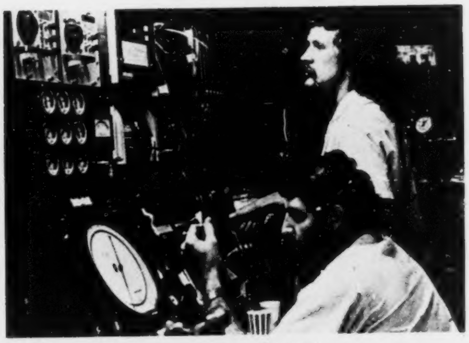

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S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
STATE S&MM METRO AREA County	12/31/83 Total Pop. (Thous.)	12/31/88 Total Pop. (Thous.)	% Change 1983–1988	12/31/88 Total Households (Thous.)	% Change 1983–1988	1988 Total EBI ($000)	% Change 1983–1988	Average Household EBI		1988 Total Retail Sales ($000)	% Change 1983–1988	Retail Sales Per Household			
								1983	1988			1983	1988	1983	1988
ND (cont.)															
FARGO - MOORHEAD	145.3	155.4	7.0	58.7	10.8	2,239,710	50.9	28,008	38,155	1,422,623	54.2	17,406	24,235	.0676	.0653
Cass	95.6	105.2	10.0	41.1	13.9	1,628,790	53.5	29,390	39,630	1,107,686	56.6	19,596	26,951	.0488	.0481
Clay, Minn.	*49.7*	*50.2*	*1.0*	*17.6*	*4.1*	*610,920*	*44.3*	*25,055*	*34,711*	*314,937*	*46.4*	*12,728*	*17,894*	*.0188*	*.0172*
GRAND FORKS	69.1	73.0	5.6	25.5	8.5	1,415,135	73.5	34,704	55,495	641,784	64.8	16,570	25,168	.0334	.0351
Grand Forks	69.1	73.0	5.6	25.5	8.5	1,415,135	73.5	34,704	55,495	641,784	64.8	16,570	25,168	.0334	.0351
TOTAL METRO COUNTIES	253.9	280.4	10.4	103.6	13.5	4,554,889	62.2	30,759	43,966	2,564,461	60.4	17,512	24,753	.1224	.1246
TOTAL STATE	687.0	733.9	6.8	266.8	9.1	10,857,921	58.9	27,938	40,697	5,380,897	57.4	13,978	20,168	.2915	.2909
OHIO															
AKRON	650.5	645.3	–.8	248.3	2.5	9,649,698	51.2	26,332	38,863	4,805,170	48.4	13,366	19,352	.2742	.2581
Portage	139.0	142.8	2.7	50.6	6.3	2,174,828	65.6	27,587	42,981	736,593	58.9	9,737	14,557	.0517	.0524
Summit	511.5	502.5	–1.8	197.7	1.5	7,474,870	47.5	26,025	37,809	4,068,577	46.6	14,253	20,580	.2225	.2057
CANTON	405.8	407.7	.5	153.0	3.9	5,741,564	52.7	25,543	37,527	2,996,423	50.2	13,551	19,584	.1655	.1578
Carroll	26.7	28.2	5.6	10.2	10.9	354,316	66.3	23,163	34,737	153,823	62.0	10,321	15,081	.0092	.0095
Stark	379.1	379.5	.1	142.8	3.5	5,387,248	51.9	25,702	37,726	2,842,600	49.6	13,766	19,906	.1563	.1483
CINCINNATI	1,395.0	1,403.2	.6	538.0	3.6	23,231,935	61.6	27,699	43,182	11,098,473	56.5	13,662	20,629	.6067	.6020
Clermont	135.5	146.1	7.8	52.1	11.6	1,665,801	44.6	24,672	31,973	845,542	54.5	11,717	16,229	.0502	.0476
Hamilton	850.6	833.7	–2.0	333.0	1.2	15,118,712	61.8	28,404	45,402	7,322,030	54.8	14,375	21,988	.3925	.3870
Warren	103.2	108.8	5.4	37.9	8.9	1,774,559	72.2	29,605	46,822	565,627	64.0	9,913	14,924	.0396	.0415
Dearborn, Ind.	*36.2*	*38.6*	*6.6*	*13.2*	*8.2*	*521,336*	*70.6*	*25,050*	*39,495*	*189,366*	*64.7*	*9,426*	*14,346*	*.0125*	*.0132*
Boone, Ky.	*50.3*	*56.6*	*12.5*	*20.0*	*16.3*	*728,024*	*59.1*	*26,607*	*36,401*	*784,563*	*64.2*	*27,777*	*39,228*	*.0263*	*.0268*
Campbell, Ky.	*81.2*	*80.2*	*–1.2*	*29.4*	*1.7*	*1,262,872*	*63.3*	*26,764*	*42,955*	*489,395*	*57.5*	*10,752*	*16,646*	*.0313*	*.0313*
Kenton, Ky.	*138.0*	*139.2*	*.9*	*52.4*	*4.2*	*2,160,631*	*64.4*	*26,130*	*41,233*	*901,950*	*59.0*	*11,276*	*17,213*	*.0543*	*.0546*
CINCINNATI - HAMILTON CONSOLIDATED AREA	*1,663.4*	*1,684.6*	*1.3*	*641.2*	*4.4*	*27,540,732*	*62.1*	*27,671*	*42,952*	*12,693,132*	*56.9*	*13,176*	*19,796*	*.7109*	*.7080*
CLEVELAND	1,843.3	1,793.4	–2.7	704.9	.2	28,521,457	47.9	27,405	40,462	14,103,722	45.7	13,755	20,008	.8151	.7524
Cuyahoga	1,426.3	1,353.0	–5.1	549.5	–2.1	21,695,467	45.2	26,629	39,482	10,875,807	42.9	13,561	19,792	.6343	.5739
Geauga	77.6	82.0	5.7	27.4	9.6	1,331,026	58.3	33,637	48,578	532,010	59.9	13,310	19,416	.0331	.0329
Lake	216.9	223.0	2.8	82.1	6.2	3,492,611	52.7	29,591	42,541	1,770,414	51.5	15,115	21,564	.0970	.0931
Medina	122.5	135.4	10.5	45.9	14.5	2,002,353	65.5	30,171	43,624	925,491	63.4	14,126	20,163	.0507	.0525
CLEVELAND - AKRON - LORAIN CONSOLIDATED AREA	*2,770.4*	*2,716.8*	*–1.9*	*1,053.3*	*1.1*	*42,264,844*	*49.3*	*27,164*	*40,126*	*20,621,828*	*46.7*	*13,483*	*19,578*	*1.1983*	*1.1153*
COLUMBUS	1,263.4	1,289.8	2.1	505.2	5.3	20,817,378	64.0	26,465	41,206	10,286,065	58.2	13,558	20,360	.5442	.5476
Delaware	57.5	62.6	8.9	22.1	12.8	1,049,997	79.3	29,883	47,511	266,518	70.3	7,985	12,060	.0214	.0234
Fairfield	100.0	108.6	8.6	39.0	12.1	1,488,805	65.2	25,898	38,174	570,953	62.5	10,095	14,640	.0368	.0378
Franklin	871.5	874.1	.3	354.9	3.6	14,873,514	63.2	26,607	41,909	8,150,366	57.5	15,107	22,965	.4005	.4001
Licking	124.8	130.2	4.3	49.2	7.7	2,057,240	70.1	26,457	41,814	768,844	62.0	10,384	15,627	.0485	.0504
Madison	34.1	35.6	4.4	12.5	8.7	357,546	39.3	22,313	28,604	174,142	47.9	10,241	13,931	.0114	.0104
Pickaway	44.3	45.2	2.0	15.8	6.0	562,965	55.2	24,347	35,631	212,755	52.4	9,367	13,466	.0150	.0147
Union	31.2	33.5	7.4	11.7	9.3	427,311	60.1	24,949	36,522	142,487	58.3	8,410	12,178	.0106	.0108
DAYTON - SPRINGFIELD	925.6	923.6	–.2	363.5	3.1	14,513,929	56.6	26,299	39,928	7,120,511	52.8	13,217	19,589	.3954	.3829
Clark	145.4	143.2	–1.5	55.3	1.8	1,949,706	49.5	24,010	35,257	969,330	47.7	12,084	17,529	.0569	.0532
Greene	130.6	131.2	.5	47.3	3.5	2,276,951	64.8	30,237	48,138	849,782	58.3	11,747	17,966	.0542	.0546
Miami	91.0	91.7	.8	34.9	4.5	1,454,084	64.9	26,406	41,664	567,340	57.1	10,813	16,256	.0358	.0360
Montgomery	558.6	557.5	–.2	226.0	3.1	8,833,188	54.9	26,028	39,085	4,734,059	52.5	14,171	20,947	.2485	.2391
HAMILTON - MIDDLETOWN	268.4	281.4	4.8	103.2	8.6	4,308,797	64.8	27,519	41,752	1,594,659	59.6	10,517	15,452	.1042	.1060
Butler	268.4	281.4	4.8	103.2	8.6	4,308,797	64.8	27,519	41,752	1,594,659	59.6	10,517	15,452	.1042	.1060
LIMA	156.6	158.1	1.0	58.8	4.4	2,059,844	50.3	24,341	35,031	1,115,613	48.7	13,327	18,973	.0618	.0583
Allen	113.0	113.2	.2	42.4	3.7	1,526,917	51.4	24,662	36,012	877,657	48.8	14,419	20,699	.0462	.0437
Auglaize	43.6	44.9	3.0	16.4	6.5	532,927	47.3	23,486	32,496	237,956	48.2	10,428	14,510	.0156	.0146
LORAIN - ELYRIA	276.6	278.1	.5	100.1	3.8	4,093,689	54.4	27,496	40,896	1,712,936	50.7	11,791	17,112	.1090	.1048
Lorain	276.6	278.1	.5	100.1	3.8	4,093,689	54.4	27,496	40,896	1,712,936	50.7	11,791	17,112	.1090	.1048
MANSFIELD	129.6	127.0	–2.0	48.6	1.0	1,831,332	53.7	24,765	37,682	1,006,043	48.9	14,047	20,700	.0535	.0509
Richland	129.6	127.0	–2.0	48.6	1.0	1,831,332	53.7	24,765	37,682	1,006,043	48.9	14,047	20,700	.0535	.0509
PARKERSBURG - MARIETTA	159.7	162.3	1.6	61.4	5.0	2,211,734	61.0	23,486	36,023	1,504,192	58.6	16,212	24,498	.0671	.0669
Washington	66.3	69.1	4.2	25.5	8.1	868,510	58.8	23,172	34,059	444,914	56.3	12,061	17,448	.0247	.0244
Wood, W. Va.	*93.4*	*93.2*	*–.2*	*35.9*	*2.9*	*1,343,274*	*62.4*	*23,699*	*37,417*	*1,059,278*	*59.6*	*19,018*	*29,506*	*.0424*	*.0425*
STEUBENVILLE - WEIRTON	157.9	157.3	–.4	59.6	2.8	2,061,869	44.7	24,569	34,595	934,396	46.1	11,024	15,678	.0601	.0552
Jefferson	88.3	86.4	–2.2	33.5	1.5	1,050,513	35.4	23,503	31,359	499,441	38.4	10,938	14,909	.0332	.0289
Brooke, W. Va.	*30.0*	*30.7*	*2.3*	*11.1*	*5.7*	*438,339*	*63.0*	*25,606*	*39,490*	*166,117*	*61.7*	*9,782*	*14,965*	*.0110*	*.0110*
Hancock, W. Va.	*39.6*	*40.2*	*1.5*	*15.0*	*3.4*	*573,017*	*50.6*	*26,244*	*38,201*	*268,838*	*53.0*	*12,118*	*17,923*	*.0159*	*.0153*
TOLEDO	617.1	625.3	1.3	240.4	4.7	9,774,504	59.6	26,681	40,659	5,096,318	55.2	14,305	21,199	.2669	.2628
Fulton	38.9	40.3	3.6	14.4	7.5	644,169	71.6	28,022	44,734	238,375	62.7	10,933	16,554	.0151	.0156
Lucas	465.6	465.4	.0	183.6	3.3	7,387,017	57.5	26,395	40,234	4,077,466	53.8	14,915	22,208	.2072	.2017
Wood	112.6	119.6	6.2	42.4	10.4	1,743,318	64.9	27,535	41,116	780,477	60.6	12,654	18,407	.0446	.0455
YOUNGSTOWN - WARREN	521.0	513.3	–1.5	195.7	1.7	7,333,079	49.4	25,515	37,471	3,733,674	47.8	13,134	19,079	.2136	.1995
Mahoning	280.0	274.1	–2.1	105.2	1.1	3,322,398	37.4	23,234	31,582	2,031,279	43.1	13,635	19,309	.1117	.0992
Trumbull	241.0	239.2	–.7	90.5	2.5	4,010,681	61.0	28,204	44,317	1,702,395	53.7	12,544	18,811	.1019	.1003
TOTAL METRO COUNTIES	8,449.9	8,437.3	–.1	3,262.0	3.0	131,147,008	55.5	26,650	40,204	64,097,177	51.7	13,350	19,650	3.5973	3.4633
TOTAL STATE	10,767.4	10,807.7	.4	4,138.5	3.6	160,575,634	55.1	25,906	38,800	76,963,251	51.6	12,702	18,597	4.4198	4.2548

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
STATE S&MM METRO AREA County	12/31/83 Total Pop. (Thous.)	12/31/88 Total Pop. (Thous.)	% Change 1983–1988	12/31/88 Total House-holds (Thous.)	% Change 1983–1988	1988 Total EBI ($000)	% Change 1983–1988	Average Household EBI 1983	Average Household EBI 1988	1988 Total Retail Sales ($000)	% Change 1983–1988	Retail Sales Per Household 1983	Retail Sales Per Household 1988	1983	1988
OKLAHOMA															
ENID	67.8	74.7	10.2	29.4	13.1	1,187,962	65.0	27,695	40,407	680,583	65.5	15,812	23,149	.0316	.0328
Garfield	67.8	74.7	10.2	29.4	13.1	1,187,962	65.0	27,695	40,407	680,583	65.5	15,812	23,149	.0316	.0328
LAWTON	116.9	126.0	7.8	40.5	12.5	1,746,742	75.9	27,583	43,129	769,833	71.5	12,470	19,008	.0425	.0459
Comanche	116.9	126.0	7.8	40.5	12.5	1,746,742	75.9	27,583	43,129	769,833	71.5	12,470	19,008	.0425	.0459
OKLAHOMA CITY	954.6	1,063.6	11.4	408.1	13.2	16,824,206	66.3	28,047	41,226	8,561,069	65.0	14,392	20,978	.4292	.4484
Canadian	71.0	85.9	21.0	28.9	22.5	1,318,003	79.0	31,205	45,606	478,096	75.9	11,518	16,543	.0286	.0323
Cleveland	159.4	183.2	14.9	66.4	18.1	2,873,929	72.9	29,576	43,282	956,648	73.3	9,824	14,407	.0632	.0687
Logan	31.6	36.9	16.8	12.7	16.5	420,819	62.8	23,720	33,135	113,011	63.8	6,329	8,899	.0100	.0105
McClain	24.9	29.9	20.1	10.1	18.8	364,754	73.3	24,764	36,114	141,833	73.3	9,626	14,043	.0086	.0096
Oklahoma	604.1	655.5	8.5	263.9	10.7	10,872,642	62.6	28,059	41,200	6,440,448	62.6	16,626	24,405	.2950	.3016
Pottawatomie	63.6	72.2	13.5	26.1	13.0	974,059	74.0	24,227	37,320	431,033	70.2	10,962	16,515	.0238	.0257
TULSA	733.6	831.7	13.4	319.9	15.2	12,953,078	65.1	28,246	40,491	6,682,648	66.1	14,487	20,890	.3323	.3475
Creek	68.2	75.6	10.9	26.2	9.6	977,424	63.9	24,949	37,306	318,502	61.6	8,244	12,157	.0235	.0242
Osage	45.4	53.8	18.5	19.4	18.3	665,317	63.7	24,786	34,295	138,518	67.8	5,032	7,140	.0147	.0154
Rogers	57.2	69.0	20.6	23.3	20.7	826,573	59.8	26,798	35,475	273,751	64.9	8,600	11,749	.0201	.0212
Tulsa	510.1	567.4	11.2	229.7	14.4	9,628,822	64.6	29,139	41,919	5,839,887	66.1	17,507	25,424	.2578	.2681
Wagoner	52.7	65.9	25.0	21.3	23.1	854,942	80.8	27,338	40,138	111,990	79.9	3,599	5,258	.0162	.0186
TOTAL METRO COUNTIES	1,908.0	2,136.8	12.0	811.4	13.9	32,991,015	66.0	27,911	40,659	16,826,632	65.6	14,272	20,738	.8453	.8838
TOTAL STATE	3,345.6	3,754.4	12.2	1,415.0	13.6	51,779,450	63.9	25,356	36,593	25,936,648	64.4	12,666	18,330	1.3611	1.4114
OREGON															
EUGENE - SPRINGFIELD	270.5	277.4	2.6	112.8	6.1	3,753,672	58.0	22,349	33,277	2,501,043	56.7	15,011	22,172	.1144	.1126
Lane	270.5	277.4	2.6	112.8	6.1	3,753,672	58.0	22,349	33,277	2,501,043	56.7	15,011	22,172	.1144	.1126
MEDFORD	138.1	145.9	5.6	57.0	9.0	1,675,287	53.5	20,869	29,391	1,269,414	56.5	15,507	22,270	.0557	.0546
Jackson	138.1	145.9	5.6	57.0	9.0	1,675,287	53.5	20,869	29,391	1,269,414	56.5	15,507	22,270	.0557	.0546
PORTLAND	1,125.6	1,174.3	4.3	477.8	7.2	20,336,500	71.6	26,602	42,563	11,312,460	65.5	15,335	23,676	.5230	.5479
Clackamas	248.9	259.5	4.3	96.0	7.7	4,199,910	67.6	28,131	43,749	1,816,225	65.0	12,355	18,919	.1028	.1062
Multnomah	553.7	559.2	1.0	242.7	3.7	9,389,916	65.5	24,242	38,689	5,928,514	60.0	15,831	24,427	.2626	.2656
Washington	264.6	292.8	10.7	116.4	14.3	5,962,433	86.5	31,400	51,224	3,159,702	78.0	17,441	27,145	.1361	.1539
Yamhill	58.4	62.8	7.5	22.7	9.7	784,241	64.0	23,094	34,548	408,019	61.6	12,201	17,974	.0215	.0222
PORTLAND - VANCOUVER CONSOLIDATED AREA	*1,333.1*	*1,403.8*	*5.3*	*563.8*	*8.1*	*23,612,636*	*70.5*	*26,562*	*41,881*	*12,580,665*	*65.5*	*14,577*	*22,314*	*.6028*	*.6305*
SALEM	254.4	262.0	3.0	99.5	5.4	3,112,763	50.7	21,881	31,284	1,867,742	52.5	12,977	18,771	.0970	.0928
Marion	208.1	214.2	2.9	81.3	5.3	2,568,210	51.4	21,980	31,589	1,687,728	52.8	14,308	20,759	.0822	.0786
Polk	46.3	47.8	3.2	18.2	5.8	544,553	47.7	21,440	29,920	180,014	49.5	6,999	9,891	.0148	.0142
TOTAL METRO COUNTIES	1,788.6	1,859.6	4.0	747.1	6.9	28,878,222	66.1	24,888	38,654	16,950,659	62.0	14,980	22,689	.7901	.8079
TOTAL STATE	2,675.7	2,778.7	3.8	1,100.5	6.6	39,608,565	62.3	23,632	35,991	23,734,509	59.5	14,413	21,567	1.1271	1.1342
PENNSYLVANIA															
ALLENTOWN - BETHLEHEM	651.1	672.1	3.2	259.7	6.7	10,554,782	56.2	27,762	40,642	5,157,052	56.6	13,526	19,858	.2835	.2781
Carbon	54.4	55.7	2.4	22.2	6.2	622,710	37.9	21,609	28,050	240,221	42.6	8,062	10,821	.0185	.0167
Lehigh	277.5	284.4	2.5	112.7	6.0	5,177,155	65.9	29,364	45,937	2,870,595	61.2	16,753	25,471	.1357	.1382
Northampton	230.2	236.4	2.7	89.7	6.2	3,325,014	47.2	26,729	37,068	1,371,220	50.0	10,821	15,287	.0911	.0856
Warren, N. J.	*89.0*	*95.6*	*7.4*	*35.1*	*10.7*	*1,429,903*	*54.5*	*29,203*	*40,738*	*675,016*	*57.5*	*13,517*	*19,231*	*.0382*	*.0376*
ALTOONA	136.9	136.9	.0	52.0	3.0	1,635,648	45.0	22,335	31,455	947,897	45.6	12,894	18,229	.0523	.0480
Blair	136.9	136.9	.0	52.0	3.0	1,635,648	45.0	22,335	31,455	947,897	45.6	12,894	18,229	.0523	.0480
BEAVER COUNTY	203.0	201.1	–.9	74.9	2.2	2,983,835	45.9	27,894	39,838	1,147,539	45.1	10,792	15,321	.0812	.0746
Beaver	203.0	201.1	–.9	74.9	2.2	2,983,835	45.9	27,894	39,838	1,147,539	45.1	10,792	15,321	.0812	.0746
ERIE	285.2	292.3	2.5	107.7	5.9	4,298,965	60.4	26,360	39,916	1,987,829	56.8	12,469	18,457	.1138	.1130
Erie	285.2	292.3	2.5	107.7	5.9	4,298,965	60.4	26,360	39,916	1,987,829	56.8	12,469	18,457	.1138	.1130
HARRISBURG - LEBANON - CARLISLE	572.8	597.1	4.2	231.7	7.8	9,966,541	64.5	28,188	43,015	5,198,763	61.4	14,977	22,437	.2603	.2651
Cumberland	186.4	197.2	5.8	75.1	9.6	3,453,293	67.5	30,091	45,983	2,036,078	64.1	18,108	27,112	.0916	.0948
Dauphin	236.4	242.1	2.4	98.2	5.8	4,475,336	68.8	28,573	45,574	2,267,084	63.2	14,968	23,086	.1120	.1158
Lebanon	111.9	116.4	4.0	43.1	7.5	1,568,274	51.2	25,870	36,387	727,847	51.0	12,023	16,887	.0440	.0421
Perry	38.1	41.4	8.7	15.3	12.5	469,638	51.4	22,801	30,695	167,754	54.6	7,981	10,964	.0127	.0124
JOHNSTOWN	264.7	264.8	.0	98.0	3.2	2,417,000	22.1	20,841	24,663	1,409,565	31.3	11,300	14,383	.0922	.0762
Cambria	181.3	178.4	–1.6	65.9	1.5	1,630,258	19.1	21,089	24,738	1,057,917	29.4	12,601	16,053	.0655	.0531
Somerset	83.4	86.4	3.6	32.1	6.6	786,742	28.7	20,307	24,509	351,648	37.5	8,495	10,955	.0267	.0231
LANCASTER	376.7	396.6	5.3	144.8	9.0	5,781,001	58.3	27,487	39,924	2,875,527	58.0	13,694	19,859	.1564	.1555
Lancaster	376.7	396.6	5.3	144.8	9.0	5,781,001	58.3	27,487	39,924	2,875,527	58.0	13,694	19,859	.1564	.1555
PHILADELPHIA	4,725.1	4,758.0	.7	1,761.3	3.8	78,649,061	57.6	29,410	44,654	34,796,571	55.3	13,204	19,756	2.0387	1.9946
Bucks	504.0	538.0	6.7	189.8	10.4	8,952,224	61.6	32,235	47,167	4,558,411	60.6	16,510	24,017	.2336	.2363
Chester	331.8	353.4	6.5	126.5	10.3	6,702,490	67.2	34,946	52,984	2,310,006	63.5	12,317	18,261	.1499	.1554
Delaware	541.1	522.9	–3.4	193.6	–.3	9,040,438	50.3	30,995	46,696	4,402,590	49.8	15,141	22,741	.2495	.2337
Montgomery	653.1	666.4	2.0	248.7	5.5	13,872,462	61.2	36,501	55,780	6,083,101	57.4	16,386	24,460	.3378	.3371
Philadelphia	1,620.2	1,544.4	–4.7	602.1	–1.6	22,434,017	55.5	23,563	37,260	8,694,246	50.1	9,459	14,440	.5937	.5643
Burlington, N. J.	*381.4*	*407.1*	*6.7*	*138.7*	*10.6*	*6,697,894*	*59.4*	*33,515*	*48,291*	*2,977,034*	*60.0*	*14,840*	*21,464*	*.1696*	*.1702*
Camden, N. J.	*481.7*	*496.8*	*3.1*	*182.4*	*6.5*	*7,522,135*	*51.5*	*29,009*	*41,240*	*3,849,631*	*53.3*	*14,666*	*21,105*	*.2111*	*.2025*
Gloucester, N. J.	*211.8*	*229.0*	*8.1*	*79.5*	*11.7*	*3,427,401*	*61.2*	*29,866*	*43,112*	*1,921,552*	*62.2*	*16,642*	*24,170*	*.0935*	*.0951*
PHILADELPHIA - WILMINGTON - TRENTON CONSOLIDATED AREA	*5,702.5*	*5,753.9*	*.9*	*2,119.5*	*4.0*	*95,146,578*	*57.5*	*29,640*	*44,891*	*42,601,774*	*55.2*	*13,463*	*20,100*	*2.4754*	*2.4209*

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
STATE S&MM METRO AREA County	12/31/83 Total Pop. (Thous.)	12/31/88 Total Pop. (Thous.)	% Change 1983–1988	12/31/88 Total House-holds (Thous.)	% Change 1983–1988	1988 Total EBI ($000)	% Change 1983–1988	Average Household EBI 1983	Average Household EBI 1988	1988 Total Retail Sales ($000)	% Change 1983–1988	Retail Sales Per Household 1983	Retail Sales Per Household 1988	1983	1988
PA (cont.)															
PITTSBURGH	2,176.3	2,142.6	–1.5	843.9	1.6	33,519,815	48.2	27,235	39,720	15,446,823	47.2	12,643	18,304	.9357	.8692
Allegheny	1,399.5	1,354.8	–3.2	544.9	.0	23,312,828	49.9	28,524	42,784	[illegible]	47.7	13,184	19,485	.6344	.5916
Fayette	161.9	165.3	2.1	62.5	5.6	1,561,267	31.1	20,116	24,980	1,049,516	39.5	12,704	16,792	.0583	.0510
Washington	219.2	221.9	1.2	84.2	4.6	2,975,391	44.2	25,625	35,337	1,312,025	45.3	11,220	15,582	.0858	.0788
Westmoreland	395.7	400.6	1.2	[illegible]	4.7	5,670,329	48.8	26,190	37,231	2,468,038	49.1	11,375	16,205	.1572	.1478
PITTSBURGH - BEAVER VALLEY CONSOLIDATED AREA	*2,379.3*	*2,343.7*	*–1.5*	*918.8*	*1.7*	*36,503,650*	*48.0*	*27,288*	*39,730*	*16,594,362*	*47.0*	*12,492*	*18,061*	*1.0169*	*.9438*
READING	319.8	329.8	3.1	129.0	6.6	4,774,172	50.7	26,181	37,009	2,361,345	52.2	12,825	18,305	.1344	.1283
Berks	319.8	329.8	3.1	129.0	6.6	4,774,172	50.7	26,181	37,009	2,361,345	52.2	12,825	18,305	.1344	.1283
SCRANTON - WILKES-BARRE	738.1	748.3	1.4	288.3	4.7	10,529,907	60.9	23,757	36,524	4,924,104	56.4	11,430	17,080	.2829	.2805
Columbia	64.4	67.8	5.3	25.1	8.7	937,766	71.7	23,647	37,361	413,243	63.6	10,933	16,464	.0237	.0247
Lackawanna	225.6	222.3	–1.5	85.6	1.8	3,001,262	52.7	23,369	35,061	1,355,886	48.5	10,859	15,840	.0845	.0799
Luzerne	343.3	342.7	–.2	133.8	3.1	5,063,568	63.5	23,855	37,844	2,220,177	56.8	10,907	16,593	.1314	.1311
Monroe	75.6	84.1	11.2	32.8	15.5	1,188,288	67.6	24,968	36,228	756,678	68.1	15,851	23,069	.0331	.0349
Wyoming	29.2	31.4	7.5	11.0	10.0	339,023	50.2	22,569	30,820	178,120	53.5	11,606	16,193	.0102	.0099
SHARON	128.4	128.5	.1	47.7	3.2	1,574,383	38.5	24,608	33,006	797,607	41.7	12,185	16,721	.0496	.0442
Mercer	128.4	128.5	.1	47.7	3.2	1,574,383	38.5	24,608	33,006	797,607	41.7	12,185	16,721	.0496	.0442
STATE COLLEGE	116.0	120.1	3.5	41.5	7.8	1,425,981	51.8	24,399	34,361	825,542	52.8	14,034	19,893	.0437	.0420
Centre	116.0	120.1	3.5	41.5	7.8	1,425,981	51.8	24,399	34,361	825,542	52.8	14,034	19,893	.0437	.0420
WILLIAMSPORT	120.5	123.0	2.1	46.5	5.7	1,653,614	57.5	23,861	35,562	787,109	53.6	11,646	16,927	.0457	.0447
Lycoming	120.5	123.0	2.1	46.5	5.7	1,653,614	57.5	23,861	35,562	787,109	53.6	11,646	16,927	.0457	.0447
YORK	397.9	421.0	5.8	159.2	9.3	6,096,129	57.3	26,620	38,292	2,718,378	57.4	11,861	17,075	.1608	.1593
Adams	72.8	79.0	8.5	28.3	12.3	988,324	57.9	24,842	34,923	383,837	59.4	9,554	13,563	.0258	.0258
York	325.1	342.0	5.2	130.9	8.7	5,107,805	57.2	26,993	39,021	2,334,541	57.1	12,344	17,835	.1350	.1335
TOTAL METRO COUNTIES	10,048.6	10,103.7	.5	3,850.5	3.8	156,783,501	54.8	27,307	40,718	71,958,418	52.9	12,688	18,688	4.2188	4.0679
TOTAL STATE	11,916.6	12,026.2	.9	4,564.1	4.2	179,241,239	53.7	26,609	39,272	82,749,227	52.2	12,403	18,130	4.8894	4.6961
RHODE ISLAND															
PROVIDENCE - PAWTUCKET - WOONSOCKET	872.3	882.1	1.1	334.8	4.4	13,422,512	57.6	26,543	40,091	7,119,011	58.2	14,028	21,263	.3706	.3648
Bristol	47.3	47.7	.8	16.4	3.1	656,271	41.4	29,200	40,017	246,024	47.4	10,498	15,001	.0182	.0165
Kent	158.2	164.0	3.7	60.9	7.0	2,628,387	60.5	28,785	43,159	1,701,599	61.1	18,568	27,941	.0753	.0757
Providence	569.4	567.2	–.4	220.5	2.9	8,549,520	57.3	25,359	38,773	4,285,745	56.6	12,769	19,436	.2341	.2289
Washington	97.4	103.2	6.0	37.0	9.8	1,588,334	62.3	29,034	42,928	885,643	63.9	16,038	23,936	.0430	.0437
TOTAL METRO COUNTIES	872.3	882.1	1.1	334.8	4.4	13,422,512	57.6	26,543	40,091	7,119,011	58.2	14,028	21,263	.3706	.3648
TOTAL STATE	954.3	965.4	1.2	366.0	4.4	14,870,319	58.4	26,785	40,629	7,791,469	58.6	14,017	21,288	.4068	.4016
SOUTH CAROLINA															
ANDERSON	142.9	155.0	8.5	58.3	12.1	1,980,238	70.3	22,359	33,966	1,096,621	66.4	12,676	18,810	.0536	.0566
Anderson	142.9	155.0	8.5	58.3	12.1	1,980,238	70.3	22,359	33,966	1,096,621	66.4	12,676	18,810	.0536	.0566
CHARLESTON	473.7	524.2	10.7	179.1	14.4	5,633,492	58.1	22,752	31,454	2,857,824	56.6	11,654	15,957	.1629	.1634
Berkeley	111.7	135.2	21.0	45.0	25.0	1,437,490	78.6	22,351	31,944	341,818	81.9	5,220	7,596	.0316	.0356
Charleston	291.4	302.1	3.7	104.6	7.4	3,163,556	43.5	22,635	30,244	2,172,647	49.9	14,881	20,771	.1086	.1014
Dorchester	70.6	86.9	23.1	29.5	27.2	1,032,446	86.5	23,867	34,998	343,359	83.0	8,088	11,639	.0227	.0264
CHARLOTTE - GASTONIA - ROCK HILL	1,013.3	1,073.2	5.9	402.5	9.1	15,346,166	63.3	25,481	38,127	8,478,044	63.0	14,103	21,063	.4193	.4279
York	114.1	124.2	8.9	43.6	12.7	1,809,664	79.4	26,071	41,506	824,912	73.6	12,280	18,920	.0434	.0475
Cabarrus, N. C.	*89.7*	*95.5*	*6.5*	*35.3*	*8.6*	*1,351,595*	*70.3*	*24,415*	*38,289*	*729,494*	*67.5*	*13,398*	*20,666*	*.0356*	*.0376*
Gaston, N. C.	*165.5*	*170.0*	*2.7*	*61.7*	*5.3*	*2,237,853*	*59.5*	*23,942*	*36,270*	*1,255,324*	*58.9*	*13,478*	*20,346*	*.0641*	*.0638*
Lincoln, N. C.	*45.8*	*50.6*	*10.5*	*18.7*	*14.0*	*615,839*	*65.6*	*22,676*	*32,933*	*251,201*	*64.9*	*9,287*	*13,433*	*.0158*	*.0163*
Mecklenburg, N. C.	*420.9*	*444.8*	*5.7*	*174.4*	*9.3*	*6,842,143*	*58.9*	*26,988*	*39,232*	*4,288,901*	*61.2*	*16,674*	*24,592*	*.1955*	*.1960*
Rowan, N. C.	*101.3*	*104.3*	*3.0*	*40.3*	*6.6*	*1,526,147*	*68.4*	*23,974*	*37,870*	*655,806*	*64.5*	*10,544*	*16,273*	*.0381*	*.0394*
Union, N. C.	*76.0*	*83.8*	*10.3*	*28.5*	*13.1*	*962,925*	*58.7*	*24,081*	*33,787*	*472,406*	*63.8*	*11,447*	*16,576*	*.0268*	*.0273*
COLUMBIA	434.9	466.3	7.2	166.7	11.3	7,059,712	76.3	26,728	42,350	3,473,547	68.4	13,770	20,837	.1751	.1878
Lexington	156.9	179.5	14.4	66.2	18.2	2,782,001	87.4	26,515	42,024	948,705	79.4	9,446	14,331	.0586	.0670
Richland	278.0	286.8	3.2	100.5	7.1	4,277,711	69.8	26,855	42,564	2,524,842	64.6	16,351	25,123	.1165	.1208
FLORENCE	116.2	124.4	7.1	43.6	10.7	1,278,547	57.2	20,642	29,324	846,101	57.4	13,640	19,406	.0409	.0407
Florence	116.2	124.4	7.1	43.6	10.7	1,278,547	57.2	20,642	29,324	846,101	57.4	13,640	19,406	.0409	.0407
GREENVILLE – SPARTANBURG	599.3	640.1	6.8	240.1	10.6	7,895,639	59.5	22,797	32,885	4,638,156	59.9	13,363	19,318	.2305	.2316
Greenville	302.3	322.4	6.6	123.0	10.4	3,750,267	50.2	22,414	30,490	2,374,482	54.8	13,773	19,305	.1181	.1142
Pickens	85.1	93.1	9.4	33.2	14.1	1,174,271	72.3	23,415	35,370	544,256	69.6	11,025	16,393	.0299	.0319
Spartanburg	211.9	224.6	6.0	83.9	9.5	2,971,101	67.8	23,119	35,412	1,719,418	64.4	13,654	20,494	.0825	.0855
TOTAL METRO COUNTIES	1,991.4	2,150.8	8.0	775.5	11.8	27,402,219	66.1	23,781	35,335	14,446,390	62.6	12,801	18,628	.7479	.7716
TOTAL STATE	3,306.8	3,539.9	7.0	1,262.8	10.8	42,077,261	64.6	22,430	33,321	22,195,278	62.3	12,003	17,576	1.1753	1.2042
SOUTH DAKOTA															
SIOUX FALLS	115.5	123.6	7.0	49.6	10.7	2,355,340	74.9	30,053	47,487	1,543,972	68.7	20,434	31,128	.0619	.0661
Minnehaha	115.5	123.6	7.0	49.6	10.7	2,355,340	74.9	30,053	47,487	1,543,972	68.7	20,434	31,128	.0619	.0661
TOTAL METRO COUNTIES	115.5	123.6	7.0	49.6	10.7	2,355,340	74.9	30,053	47,487	1,543,972	68.7	20,434	31,128	.0619	.0661
TOTAL STATE	705.8	728.3	3.2	275.1	6.1	9,699,847	57.3	23,768	35,259	5,692,892	57.3	[illegible]	20,694	.2838	.2797

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
STATE S&MM METRO AREA County	12/31/83 Total Pop. (Thous.)	12/31/88 Total Pop. (Thous.)	% Change 1983–1988	12/31/88 Total Households (Thous.)	% Change 1983–1988	1988 Total EBI ($000)	% Change 1983–1988	Average Household EBI 1983	Average Household EBI 1988	1988 Total Retail Sales ($000)	% Change 1983–1988	Retail Sales Per Household 1983	Retail Sales Per Household 1988	1983	1988
TENNESSEE															
CHATTANOOGA	433.0	442.1	2.1	164.5	4.9	5,607,329	51.7	23,572	34,087	3,119,911	52.3	13,065	18,966	.1678	.1604
Hamilton	289.2	291.5	.8	111.6	4.2	4,099,820	53.9	24,874	36,737	2,463,762	53.1	15,023	22,077	.1224	.1177
Marion	25.2	26.2	4.0	9.3	5.7	293,434	59.2	20,949	31,552	124,323	56.2	9,042	13,368	.0081	.0080
Sequatchie	9.2	10.0	8.7	3.7	15.6	109,484	80.2	18,988	29,590	31,060	72.5	5,626	8,395	.0025	.0028
Catoosa, Ga.	39.5	43.0	8.9	15.1	11.0	390,451	37.3	20,911	25,858	231,579	49.9	11,359	15,336	.0133	.0123
Dade, Ga.	12.8	13.5	5.5	4.3	4.9	88,990	21.3	17,897	20,695	56,963	35.2	10,280	13,247	.0038	.0032
Walker, Ga.	57.1	57.9	1.4	20.5	2.5	625,150	45.7	21,460	30,495	212,224	45.8	7,276	10,352	.0177	.0164
CLARKSVILLE - HOPKINSVILLE	157.0	168.7	7.5	56.1	11.1	1,966,104	65.9	23,469	35,046	1,126,301	63.7	13,623	20,077	.0561	.0580
Montgomery	88.8	96.8	9.0	33.0	12.2	1,138,189	66.2	23,289	34,491	700,625	65.6	14,392	21,231	.0329	.0342
Christian, Ky.	68.2	71.9	5.4	23.1	9.5	827,915	65.4	23,719	35,840	425,676	60.7	12,551	18,428	.0232	.0238
JOHNSON CITY - KINGSPORT - BRISTOL	444.3	459.8	3.5	170.0	5.4	5,785,576	60.1	22,405	34,033	3,342,312	57.0	13,202	19,661	.1690	.1679
Carter	50.9	51.8	1.8	19.9	5.3	598,762	64.4	19,271	30,089	212,683	59.0	7,078	10,688	.0155	.0156
Hawkins	45.7	48.4	5.9	17.3	7.5	550,131	66.9	20,472	31,799	156,128	63.6	5,928	9,025	.0134	.0138
Sullivan	147.0	151.3	2.9	58.6	6.4	2,221,009	65.4	24,372	37,901	1,442,427	61.5	16,209	24,615	.0638	.0651
Unicoi	16.5	16.7	1.2	6.0	.0	216,604	61.9	22,299	36,101	60,153	55.5	6,446	10,026	.0052	.0051
Washington	92.0	96.7	5.1	35.0	6.7	1,175,984	54.8	23,162	33,600	745,568	56.2	14,553	21,302	.0362	.0355
Bristol city, Va.	18.5	18.2	−1.6	7.4	.0	220,908	41.3	21,120	29,852	373,333	43.8	35,089	50,450	.0116	.0104
Scott, Va.	24.9	24.7	−.8	8.4	−2.3	275,176	56.3	20,467	32,759	110,566	51.0	8,516	13,163	.0077	.0075
Washington, Va.	48.8	52.0	6.6	17.4	6.1	527,002	50.0	21,428	30,287	241,454	52.6	9,647	13,877	.0156	.0149
KNOXVILLE	583.7	609.0	4.3	233.6	7.1	8,549,099	63.4	23,995	36,597	4,734,680	60.6	13,513	20,268	.2366	.2390
Anderson	69.1	71.4	3.3	27.3	5.8	1,041,391	59.5	25,302	38,146	563,492	57.9	13,834	20,641	.0289	.0287
Blount	81.9	87.5	6.8	32.4	8.4	1,123,653	59.9	23,503	34,681	606,529	59.7	12,704	18,720	.0317	.0317
Grainger	17.3	18.0	4.0	6.5	8.3	156,992	54.0	16,993	24,153	39,811	54.5	4,295	6,125	.0044	.0041
Jefferson	32.7	34.5	5.5	12.1	7.1	448,305	73.2	22,902	37,050	154,704	66.6	8,219	12,785	.0107	.0113
Knox	323.8	330.9	2.2	130.9	5.6	5,082,273	64.2	24,980	38,826	2,974,885	60.2	14,989	22,726	.1408	.1423
Sevier	46.4	53.1	14.4	19.4	16.2	586,340	68.6	20,827	30,224	371,637	69.6	13,123	19,157	.0170	.0179
Union	12.5	13.6	8.8	5.0	11.1	110,145	48.5	16,483	22,029	23,622	51.6	3,463	4,724	.0031	.0030
MEMPHIS	920.4	944.8	2.7	335.5	5.0	13,502,206	64.5	25,688	40,245	7,412,951	59.6	14,538	22,095	.3718	.3756
Shelby	778.3	793.5	2.0	285.3	4.3	11,898,823	65.3	26,314	41,706	6,690,054	60.3	15,260	23,449	.3261	.3305
Tipton	34.2	35.9	5.0	11.9	6.3	353,958	52.1	20,772	29,744	132,796	52.9	7,757	11,159	.0101	.0097
Crittenden, Ark.	48.6	48.9	.6	16.4	3.1	403,364	37.4	18,469	24,595	362,701	45.0	15,728	22,116	.0168	.0151
De Soto, Miss.	59.3	66.5	12.1	21.9	15.9	846,061	74.7	25,623	38,633	227,400	69.5	7,097	10,384	.0188	.0203
NASHVILLE	889.4	953.1	7.2	349.7	9.0	15,312,926	71.0	27,918	43,789	8,351,471	65.6	15,724	23,882	.3952	.4157
Cheatham	24.9	29.3	17.7	9.5	17.3	262,710	46.3	22,162	27,654	65,637	54.0	5,261	6,909	.0071	.0070
Davidson	478.3	488.9	2.2	193.8	5.8	8,716,144	68.9	28,176	44,975	5,707,034	63.2	19,084	29,448	.2398	.2474
Dickson	32.3	35.4	9.6	12.9	13.2	435,559	68.9	22,621	33,764	231,845	67.5	12,143	17,972	.0117	.0124
Robertson	39.5	42.8	8.4	14.3	7.5	532,820	69.2	23,682	37,260	219,254	63.1	10,105	15,332	.0136	.0142
Rutherford	91.5	102.3	11.8	34.9	12.9	1,645,185	83.1	29,078	47,140	782,170	75.9	14,390	22,412	.0382	.0427
Sumner	94.5	106.3	12.5	35.4	12.7	1,575,286	78.6	28,093	44,500	578,219	73.0	10,642	16,334	.0355	.0390
Williamson	66.3	77.8	17.3	24.9	16.4	1,222,830	72.6	33,113	49,110	479,425	72.0	13,028	19,254	.0278	.0304
Wilson	62.1	70.3	13.2	24.0	14.3	922,392	67.7	26,189	38,433	287,887	65.9	8,265	11,995	.0215	.0226
TOTAL METRO COUNTIES	3,050.1	3,180.9	4.3	1,174.9	6.7	46,518,223	65.3	25,561	39,593	25,845,730	61.3	14,550	21,998	1.2680	1.2927
TOTAL STATE	4,719.8	4,921.3	4.3	1,800.1	6.4	65,083,155	62.4	23,679	36,155	35,088,987	59.6	12,988	19,493	1.8169	1.8300
TEXAS															
ABILENE	120.0	133.1	10.9	48.2	13.7	1,732,895	59.2	25,669	35,952	1,253,351	62.5	18,195	26,003	.0531	.0539
Taylor	120.0	133.1	10.9	48.2	13.7	1,732,895	59.2	25,669	35,952	1,253,351	62.5	18,195	26,003	.0531	.0539
AMARILLO	191.4	215.8	12.7	83.7	15.6	3,289,793	66.3	27,318	39,305	2,407,500	63.1	20,386	28,763	.0960	.1000
Potter	105.0	113.7	8.3	44.7	10.1	1,271,033	42.3	21,993	28,435	1,442,159	51.7	23,408	32,263	.0521	.0493
Randall	86.4	102.1	18.2	39.0	22.6	2,018,760	86.1	34,117	51,763	965,341	83.7	16,528	24,752	.0439	.0507
AUSTIN	623.7	742.4	19.0	288.5	22.7	11,864,969	83.8	27,451	41,126	6,499,999	82.4	15,152	22,530	.2816	.3226
Hays	47.1	56.0	18.9	18.5	23.3	735,491	94.1	25,258	39,756	333,894	88.7	11,794	18,048	.0165	.0197
Travis	478.9	561.9	17.3	229.5	21.9	9,451,777	83.3	27,392	41,184	5,553,703	81.7	16,245	24,199	.2287	.2606
Williamson	97.7	124.5	27.4	40.5	26.6	1,677,701	81.9	28,822	41,425	612,402	85.8	10,299	15,121	.0364	.0423
BEAUMONT - PORT ARTHUR	397.9	428.5	7.7	154.6	9.5	6,653,526	63.3	28,863	43,037	3,892,733	61.3	17,096	25,179	.1825	.1859
Hardin	46.5	54.5	17.2	18.1	16.0	641,504	56.8	26,220	35,442	300,857	59.3	12,106	16,622	.0176	.0178
Jefferson	259.5	271.3	4.5	100.4	6.4	4,392,900	60.5	28,997	43,754	2,863,772	59.1	19,070	28,524	.1264	.1265
Orange	91.9	102.7	11.8	36.1	15.7	1,619,122	74.3	29,780	44,851	728,104	71.4	13,617	20,169	.0385	.0416
BRAZORIA	200.8	243.9	21.5	80.1	23.6	3,770,922	75.5	33,155	47,078	1,446,048	76.0	12,677	18,053	.0839	.0933
Brazoria	200.8	243.9	21.5	80.1	23.6	3,770,922	75.5	33,155	47,078	1,446,048	76.0	12,677	18,053	.0839	.0933
BROWNSVILLE - HARLINGEN	238.8	280.1	17.3	80.3	18.8	2,449,641	71.4	21,139	30,506	1,578,460	70.7	13,680	19,657	.0744	.0806
Cameron	238.8	280.1	17.3	80.3	18.8	2,449,641	71.4	21,139	30,506	1,578,460	70.7	13,680	19,657	.0744	.0806
BRYAN - COLLEGE STATION	110.3	134.3	21.8	50.7	27.4	2,152,640	104.0	26,507	42,458	1,028,449	96.3	13,163	20,285	.0453	.0562
Brazos	110.3	134.3	21.8	50.7	27.4	2,152,640	104.0	26,507	42,458	1,028,449	96.3	13,163	20,285	.0453	.0562
CORPUS CHRISTI	351.4	386.9	10.1	128.5	12.3	4,854,762	58.9	26,704	37,780	2,867,392	60.0	15,661	22,314	.1406	.1420
Nueces	287.3	314.0	9.3	105.4	11.4	4,135,413	61.0	27,154	39,235	2,457,486	60.6	16,179	23,316	.1182	.1199
San Patricio	64.1	72.9	13.7	23.1	16.7	719,349	48.0	24,556	31,141	409,906	57.0	13,183	17,745	.0224	.0221

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
STATE S&MM METRO AREA County	12/31/83 Total Pop. (Thous.)	12/31/88 Total Pop. (Thous.)	% Change 1983–1988	12/31/88 Total House-holds (Thous.)	% Change 1983–1988	1988 Total EBI ($000)	% Change 1983–1988	Average Household EBI 1983	Average Household EBI 1988	1988 Total Retail Sales ($000)	% Change 1983–1988	Retail Sales Per Household 1983	Retail Sales Per Household 1988	1983	1988
TX (cont.)															
DALLAS	**2,182.0**	**2,482.3**	**13.8**	**948.8**	**16.8**	**42,333,222**	**69.2**	**30,796**	**44,618**	**24,210,603**	**69.6**	**17,571**	**25,517**	**1.0833**	**1.1545**
Collin	182.5	228.6	25.3	74.5	26.3	3,998,208	90.2	35,635	53,667	1,205,952	88.7	10,834	16,187	.0768	.0913
Dallas	1,688.6	1,874.2	11.0	742.6	14.8	32,010,917	63.4	30,288	43,107	20,728,647	67.2	19,171	27,914	.8774	.9114
Denton	180.4	225.3	24.9	79.8	27.1	4,272,792	101.4	33,782	53,544	1,340,386	94.7	10,961	16,797	.0783	.0970
Ellis	67.7	78.6	16.1	26.0	15.6	965,641	64.5	26,086	37,140	467,202	68.0	12,358	17,969	.0253	.0267
Kaufman	44.3	51.5	16.3	17.4	16.8	622,239	64.1	25,442	35,761	329,588	66.6	13,280	18,942	.0169	.0178
Rockwall	18.5	24.1	30.3	8.5	32.8	463,425	94.2	37,281	54,521	138,828	93.1	11,233	16,333	.0086	.0103
DALLAS - FORT WORTH CONSOLIDATED AREA	***3,267.8***	***3,726.9***	***14.0***	***1,415.0***	***17.0***	***61,620,013***	***68.8***	***30,189***	***43,548***	***35,959,189***	***70.1***	***17,484***	***25,413***	***1.5957***	***1.7010***
EL PASO	**533.1**	**606.5**	**13.8**	**182.4**	**15.5**	**6,047,429**	**60.5**	**23,860**	**33,155**	**3,669,978**	**62.4**	**14,312**	**20,120**	**.1834**	**.1886**
El Paso	533.1	606.5	13.8	182.4	15.5	6,047,429	60.5	23,860	33,155	3,669,978	62.4	14,312	20,120	.1834	.1886
FORT WORTH - ARLINGTON	**1,085.8**	**1,244.6**	**14.6**	**466.2**	**17.5**	**19,286,791**	**67.9**	**28,946**	**41,370**	**11,748,586**	**71.1**	**17,306**	**25,201**	**.5124**	**.5465**
Johnson	81.3	98.1	20.7	34.0	21.4	1,330,393	73.6	27,369	39,129	575,619	75.1	11,740	16,930	.0318	.0349
Parker	51.7	61.4	18.8	22.1	20.1	843,797	71.2	26,789	38,181	380,828	72.3	12,014	17,232	.0205	.0223
Tarrant	952.8	1,085.1	13.9	410.1	17.0	17,112,601	67.3	29,185	41,728	10,792,139	70.8	18,029	26,316	.4601	.4893
GALVESTON - TEXAS CITY	**212.6**	**235.7**	**10.9**	**86.2**	**13.0**	**3,777,430**	**65.1**	**29,980**	**43,822**	**1,959,274**	**65.5**	**15,513**	**22,729**	**.0971**	**.1010**
Galveston	212.6	235.7	10.9	86.2	13.0	3,777,430	65.1	29,980	43,822	1,959,274	65.5	15,513	22,729	.0971	.1010
HOUSTON	**3,150.8**	**3,734.7**	**18.5**	**1,387.9**	**21.4**	**62,472,487**	**69.8**	**32,109**	**45,012**	**35,016,136**	**72.4**	**17,772**	**25,230**	**1.5711**	**1.6982**
Fort Bend	175.4	229.5	30.8	73.9	34.9	3,830,542	88.3	37,130	51,834	922,886	89.8	8,872	12,488	.0709	.0846
Harris	2,725.4	3,184.1	16.8	1,208.2	20.1	54,489,870	68.5	32,141	45,100	31,980,335	71.4	18,536	26,469	1.3975	1.4983
Liberty	55.9	68.1	21.8	23.9	23.2	909,145	79.2	26,146	38,040	450,832	77.3	13,105	18,863	.0220	.0248
Montgomery	170.8	224.8	31.6	73.6	32.1	2,886,510	68.6	30,730	39,219	1,310,285	80.4	13,042	17,803	.0697	.0778
Waller	23.3	28.2	21.0	8.3	22.1	356,420	83.1	28,631	42,942	351,798	81.6	28,493	42,385	.0110	.0127
HOUSTON - GALVESTON - BRAZORIA CONSOLIDATED AREA	***3,564.2***	***4,214.3***	***18.2***	***1,554.2***	***21.0***	***70,020,839***	***69.8***	***32,106***	***45,053***	***38,421,458***	***72.1***	***17,381***	***24,721***	***1.7521***	***1.8925***
KILLEEN - TEMPLE	**238.5**	**270.5**	**13.4**	**87.4**	**15.3**	**3,270,568**	**69.3**	**25,484**	**37,421**	**1,697,784**	**66.8**	**13,430**	**19,425**	**.0873**	**.0928**
Bell	172.8	194.2	12.4	67.0	13.6	2,221,574	59.6	23,590	33,158	1,476,196	64.0	15,253	22,033	.0673	.0690
Coryell	65.7	76.3	16.1	20.4	21.4	1,048,994	94.3	32,138	51,421	221,588	87.6	7,029	10,862	.0200	.0238
LAREDO	**113.6**	**134.3**	**18.2**	**35.6**	**19.1**	**927,370**	**58.0**	**19,628**	**26,050**	**998,639**	**63.3**	**20,451**	**28,052**	**.0375**	**.0390**
Webb	113.6	134.3	18.2	35.6	19.1	927,370	58.0	19,628	26,050	998,639	63.3	20,451	28,052	.0375	.0390
LONGVIEW - MARSHALL	**169.8**	**195.1**	**14.9**	**70.4**	**15.6**	**2,797,730**	**74.0**	**26,397**	**39,740**	**1,785,586**	**71.8**	**17,068**	**25,363**	**.0752**	**.0817**
Gregg	113.0	132.3	17.1	48.7	18.2	1,932,324	73.9	26,972	39,678	1,422,920	72.7	20,003	29,218	.0544	.0594
Harrison	56.8	62.8	10.6	21.7	10.2	865,406	74.4	25,196	39,880	362,666	68.4	10,930	16,713	.0208	.0223
LUBBOCK	**228.6**	**251.4**	**10.0**	**91.6**	**13.5**	**3,038,555**	**49.1**	**25,251**	**33,172**	**2,295,083**	**54.9**	**18,356**	**25,055**	**.1006**	**.0975**
Lubbock	228.6	251.4	10.0	91.6	13.5	3,038,555	49.1	25,251	33,172	2,295,083	54.9	18,356	25,055	.1006	.0975
McALLEN - EDINBURG - MISSION	**332.6**	**401.7**	**20.8**	**110.2**	**22.2**	**2,805,020**	**60.9**	**19,328**	**25,454**	**2,167,091**	**66.6**	**14,422**	**19,665**	**.0986**	**.1047**
Hidalgo	332.6	401.7	20.8	110.2	22.2	2,805,020	60.9	19,328	25,454	2,167,091	66.6	14,422	19,665	.0986	.1047
MIDLAND	**97.3**	**119.0**	**22.3**	**44.4**	**25.4**	**2,476,197**	**92.2**	**36,394**	**55,770**	**1,193,037**	**88.0**	**17,925**	**26,870**	**.0519**	**.0618**
Midland	97.3	119.0	22.3	44.4	25.4	2,476,197	92.2	36,394	55,770	1,193,037	88.0	17,925	26,870	.0519	.0618
ODESSA	**130.8**	**154.9**	**18.4**	**57.8**	**22.5**	**2,718,323**	**88.8**	**30,504**	**47,030**	**1,755,891**	**83.9**	**20,233**	**30,379**	**.0662**	**.0771**
Ector	130.8	154.9	18.4	57.8	22.5	2,718,323	88.8	30,504	47,030	1,755,891	83.9	20,233	30,379	.0662	.0771
SAN ANGELO	**94.4**	**107.5**	**13.9**	**39.9**	**16.3**	**1,721,089**	**84.4**	**27,209**	**43,135**	**1,222,348**	**79.9**	**19,810**	**30,635**	**.0452**	**.0513**
Tom Green	94.4	107.5	13.9	39.9	16.3	1,721,089	84.4	27,209	43,135	1,222,348	79.9	19,810	30,635	.0452	.0513
SAN ANTONIO	**1,173.6**	**1,309.0**	**11.5**	**453.0**	**15.4**	**18,491,584**	**77.6**	**26,531**	**40,820**	**10,317,135**	**74.1**	**15,102**	**22,775**	**.4730**	**.5184**
Bexar	1,077.8	1,196.1	11.0	412.7	15.1	16,775,967	76.6	26,479	40,649	9,569,026	73.5	15,377	23,186	.4349	.4743
Comal	43.2	52.2	20.8	19.1	22.4	839,371	90.7	28,221	43,946	394,590	85.6	13,626	20,659	.0185	.0218
Guadalupe	52.6	60.7	15.4	21.2	17.1	876,246	85.5	26,103	41,332	353,519	78.8	10,926	16,675	.0196	.0223
SHERMAN - DENISON	**94.7**	**101.6**	**7.3**	**39.2**	**8.3**	**1,397,043**	**55.9**	**24,756**	**35,639**	**703,615**	**54.8**	**12,556**	**17,949**	**.0387**	**.0382**
Grayson	94.7	101.6	7.3	39.2	8.3	1,397,043	55.9	24,756	35,639	703,615	54.8	12,556	17,949	.0387	.0382
TEXARKANA	**118.4**	**125.3**	**5.8**	**46.0**	**6.7**	**1,411,102**	**50.4**	**21,771**	**30,676**	**995,065**	**54.0**	**14,989**	**21,632**	**.0465**	**.0450**
Bowie	80.1	86.3	7.7	32.1	9.2	940,908	45.3	22,032	29,312	681,250	52.1	15,231	21,223	.0320	.0305
Miller, Ark.	*38.3*	*39.0*	*1.8*	*13.9*	*1.5*	*470,194*	*61.8*	*21,212*	*33,827*	*313,815*	*58.3*	*14,469*	*22,577*	*.0145*	*.0145*
TYLER	**145.9**	**169.9**	**16.4**	**62.6**	**18.3**	**2,766,228**	**86.6**	**28,017**	**44,189**	**1,764,851**	**81.3**	**18,401**	**28,193**	**.0688**	**.0789**
Smith	145.9	169.9	16.4	62.6	18.3	2,766,228	86.6	28,017	44,189	1,764,851	81.3	18,401	28,193	.0688	.0789
VICTORIA	**77.5**	**90.2**	**16.4**	**31.6**	**20.2**	**1,407,717**	**83.0**	**29,254**	**44,548**	**958,251**	**79.7**	**20,277**	**30,324**	**.0366**	**.0414**
Victoria	77.5	90.2	16.4	31.6	20.2	1,407,717	83.0	29,254	44,548	958,251	79.7	20,277	30,324	.0366	.0414
WACO	**184.1**	**202.0**	**9.7**	**74.6**	**11.0**	**2,555,083**	**61.3**	**23,571**	**34,250**	**1,793,740**	**62.4**	**16,438**	**24,045**	**.0777**	**.0792**
McLennan	184.1	202.0	9.7	74.6	11.0	2,555,083	61.3	23,571	34,250	1,793,740	62.4	16,438	24,045	.0777	.0792
WICHITA FALLS	**125.1**	**129.8**	**3.8**	**47.7**	**5.8**	**1,708,683**	**46.4**	**25,874**	**35,821**	**1,174,176**	**49.7**	**17,389**	**24,616**	**.0556**	**.0520**
Wichita	125.1	129.8	3.8	47.7	5.8	1,708,683	46.4	25,874	35,821	1,174,176	49.7	17,389	24,616	.0556	.0520
TOTAL METRO COUNTIES	**12,685.2**	**14,592.0**	**15.0**	**5,264.2**	**17.8**	**219,708,605**	**70.1**	**28,908**	**41,736**	**128,086,986**	**70.5**	**16,815**	**24,332**	**5.7496**	**6.1678**
TOTAL STATE	**15,896.8**	**18,184.8**	**14.4**	**6,543.4**	**16.8**	**259,931,383**	**68.3**	**27,568**	**39,724**	**149,154,810**	**68.9**	**15,767**	**22,795**	**6.8981**	**7.3340**
UTAH															
PROVO - OREM	**252.8**	**301.5**	**19.3**	**79.9**	**18.7**	**2,239,515**	**51.4**	**21,986**	**28,029**	**1,492,329**	**63.0**	**13,606**	**18,677**	**.0764**	**.0782**
Utah	252.8	301.5	19.3	79.9	18.7	2,239,515	51.4	21,986	28,029	1,492,329	63.0	13,606	18,677	.0764	.0782
SALT LAKE CITY - OGDEN	**1,008.1**	**1,146.8**	**13.8**	**367.5**	**14.1**	**14,989,887**	**73.3**	**26,847**	**40,789**	**8,053,006**	**70.6**	**14,652**	**21,913**	**.3907**	**.4219**
Davis	167.6	198.5	18.4	55.2	19.5	2,172,325	69.8	27,684	39,354	1,050,167	74.3	13,040	19,025	.0570	.0619
Salt Lake	687.4	783.7	14.0	256.9	14.2	10,779,330	76.7	27,124	41,959	5,660,910	72.3	14,611	22,035	.2725	.2981
Weber	153.1	164.6	7.5	55.4	8.6	2,038,232	60.7	24,868	36,791	1,341,929	61.5	16,289	24,223	.0612	.0619
TOTAL METRO COUNTIES	**1,260.9**	**1,448.3**	**14.9**	**447.4**	**14.9**	**17,229,402**	**70.1**	**26,007**	**38,510**	**9,545,335**	**69.4**	**14,471**	**21,335**	**.4671**	**.5001**
TOTAL STATE	**1,642.4**	**1,892.8**	**15.2**	**579.8**	**15.2**	**21,917,528**	**70.9**	**25,487**	**37,802**	**12,101,843**	**69.9**	**14,157**	**20,872**	**.5949**	**.6397**

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
STATE S&MM METRO AREA County	12/31/83 Total Pop. (Thous.)	12/31/88 Total Pop. (Thous.)	% Change 1983–1988	12/31/88 Total House-holds (Thous.)	% Change 1983–1988	1988 Total EBI ($000)	% Change 1983–1988	Average Household EBI 1983	Average Household EBI 1988	1988 Total Retail Sales ($000)	% Change 1983–1988	Retail Sales Per Household 1983	Retail Sales Per Household 1988	1983	1988
VERMONT															
BURLINGTON	**124.2**	**129.8**	**4.5**	**46.6**	**7.9**	**2,108,343**	**70.0**	**28,701**	**45,243**	**1,391,716**	**67.5**	**19,230**	**29,865**	**.0581**	**.0608**
Chittenden	119.2	124.3	4.3	44.9	8.2	2,063,488	71.3	29,028	45,957	1,369,390	68.1	19,625	30,499	.0566	.0595
Grand Isle	5.0	5.5	10.0	1.7	.0	44,855	27.3	20,733	26,385	22,326	37.1	9,576	13,133	.0015	.0013
TOTAL METRO COUNTIES	**124.2**	**129.8**	**4.5**	**46.6**	**7.9**	**2,108,343**	**70.0**	**28,701**	**45,243**	**1,391,716**	**67.5**	**19,230**	**29,865**	**.0581**	**.0608**
TOTAL STATE	**528.9**	**551.8**	**4.3**	**204.6**	**7.6**	**7,301,845**	**60.4**	**23,938**	**35,688**	**5,055,378**	**61.2**	**16,488**	**24,709**	**.2219**	**.2232**
VIRGINIA															
CHARLOTTESVILLE	**120.6**	**130.2**	**8.0**	**47.2**	**10.5**	**1,984,650**	**70.8**	**27,211**	**42,045**	**921,308**	**54.1**	**13,998**	**19,519**	**.0503**	**.0521**
Albemarle	59.8	65.4	9.4	25.4	13.9	1,243,857	80.4	30,912	48,971	139,009	75.0	3,562	5,473	.0220	.0242
Charlottesville city	41.0	42.4	3.4	14.0	2.9	448,403	44.4	22,832	32,029	719,234	49.1	35,480	51,374	.0223	.0210
Fluvanna	11.2	12.4	10.7	4.4	12.8	155,303	75.1	22,739	35,296	28,160	71.2	4,217	6,400	.0033	.0036
Greene	8.6	10.0	16.3	3.4	17.2	137,087	86.8	25,307	40,320	34,905	80.6	6,663	10,266	.0027	.0033
DANVILLE	**112.2**	**113.0**	**.7**	**41.8**	**3.2**	**1,307,397**	**47.8**	**21,837**	**31,277**	**691,790**	**43.8**	**11,879**	**16,550**	**.0407**	**.0376**
Danville city	44.4	42.8	−3.6	17.1	−1.2	492,981	34.2	21,235	28,829	528,039	40.1	21,785	30,879	.0212	.0185
Pittsylvania	67.8	70.2	3.5	24.7	6.5	814,416	57.5	22,285	32,972	163,751	57.1	4,492	6,630	.0195	.0191
LYNCHBURG	**144.5**	**149.0**	**3.1**	**52.2**	**4.8**	**2,043,339**	**59.9**	**25,653**	**39,144**	**1,174,262**	**56.5**	**15,064**	**22,495**	**.0585**	**.0583**
Amherst	30.0	31.2	4.0	10.2	7.4	333,978	48.2	23,723	32,743	152,763	51.7	10,600	14,977	.0098	.0095
Campbell	48.0	51.6	7.5	16.5	6.5	691,093	68.6	26,445	41,884	239,920	63.5	9,467	14,541	.0165	.0174
Lynchburg city	66.5	66.2	−.5	25.5	2.8	1,018,268	58.6	25,897	39,932	781,579	55.5	20,273	30,650	.0322	.0314
NORFOLK - VIRGINIA BEACH - NEWPORT NEWS	**1,210.7**	**1,281.3**	**5.8**	**448.3**	**8.8**	**17,950,325**	**61.9**	**26,912**	**40,041**	**9,948,742**	**60.8**	**15,018**	**22,192**	**.4976**	**.5023**
Chesapeake city	123.9	136.8	10.4	46.5	14.3	1,633,976	54.8	25,942	35,139	890,202	61.5	13,540	19,144	.0472	.0470
Gloucester	23.2	26.7	15.1	9.8	18.1	323,150	64.6	23,650	32,974	185,218	70.4	13,098	18,900	.0090	.0093
Hampton city	124.7	127.5	2.2	46.1	5.7	1,950,628	64.4	27,220	42,313	1,378,192	61.7	19,544	29,896	.0576	.0583
James City	24.5	27.4	11.8	10.0	16.3	473,941	83.5	30,030	47,394	139,931	78.2	9,130	13,993	.0097	.0107
Newport News city	149.1	153.2	2.7	57.2	6.1	2,219.363	59.7	25,775	38,800	1,144,567	58.2	13,423	20,010	.0609	.0605
Norfolk city	255.5	247.7	−3.1	85.8	−.6	3,050,564	43.9	24,570	35,554	2,036,947	45.6	16,206	23,741	.1025	.0934
Poquoson city	10.0	11.8	18.0	3.7	15.6	117,944	35.3	27,233	31,877	13,651	51.6	2,813	3,689	.0029	.0027
Portsmouth city	102.3	99.6	−2.6	35.9	−1.4	1,289,530	50.5	23,539	35,920	717,247	48.2	13,296	19,979	.0394	.0368
Suffolk city	48.0	48.7	1.5	16.5	3.1	626,988	59.4	24,578	37,999	287,194	56.2	11,495	17,406	.0172	.0168
Virginia Beach city	301.2	349.1	15.9	120.7	20.2	5,463,943	77.6	30,648	45,269	2,662,527	77.3	14,961	22,059	.1296	.1441
Williamsburg city	10.1	10.4	3.0	3.2	6.7	165,098	69.9	32,390	51,593	269,182	64.4	54,581	84,119	.0071	.0073
York	38.2	42.4	11.0	12.9	10.3	635,200	70.7	31,809	49,240	223,884	67.6	11,417	17,355	.0145	.0154
RICHMOND - PETERSBURG	**788.3**	**836.3**	**6.1**	**306.6**	**7.9**	**12,767,626**	**61.3**	**27,855**	**41,643**	**7,079,758**	**59.2**	**15,654**	**23,091**	**.3491**	**.3517**
Charles City	6.8	6.9	1.5	2.0	.0	52,881	19.2	22,185	26,441	4,295	29.4	1,660	2,148	.0017	.0012
Chesterfield	162.0	191.7	18.3	63.6	19.8	3,408,456	86.4	34,430	53,592	1,507,069	82.1	15,587	23,696	.0738	.0853
Colonial Heights city	16.8	17.2	2.4	5.9	.0	224,066	36.1	27,904	37,977	117,408	42.3	13,981	19,900	.0071	.0063
Dinwiddie	22.6	22.7	.4	6.1	.0	184,902	29.5	23,399	30,312	18,005	34.2	2,199	2,952	.0053	.0046
Goochland	12.3	13.1	6.5	4.5	12.5	219,255	78.4	30,722	48,723	38,727	71.7	5,638	8,606	.0042	.0047
Hanover	54.5	60.0	10.1	19.8	11.2	895,993	65.1	30,484	45,252	473,199	65.0	16,116	23,899	.0234	.0243
Henrico	188.8	200.1	6.0	78.8	9.6	3,265,245	56.2	29,072	41,437	2,065,753	58.9	18,076	26,215	.0938	.0930
Hopewell city	23.3	23.2	−.4	8.7	.0	359,199	59.2	25,940	41,287	225,045	54.0	16,792	25,867	.0104	.0103

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Source: S&MM "Survey of Buying Power" July 1984

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES STATE S&MM METRO AREA County	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
	12/31/83 Total Pop. (Thous.)	12/31/88 Total Pop. (Thous.)	% Change 1983–1988	12/31/88 Total Households (Thous.)	% Change 1983–1988	1988 Total EBI ($000)	% Change 1983–1988	Average Household EBI 1983	Average Household EBI 1988	1988 Total Retail Sales ($000)	% Change 1983–1988	Retail Sales Per Household 1983	Retail Sales Per Household 1988	1983	1988
VA (cont.)															
New Kent	9.9	11.4	15.2	4.0	14.3	117,132	40.9	23,748	29,283	46,806	49.9	8,924	11,702	.0034	.0032
Petersburg city	40.4	39.5	−2.2	15.3	.7	434,596	34.6	21,244	28,405	476,930	40.3	22,363	31,172	.0190	.0166
Powhatan	14.8	16.4	10.8	4.6	12.2	200,062	71.5	28,460	43,492	36,435	67.1	5,318	7,921	.0043	.0046
Prince George	25.7	26.4	2.7	6.4	.0	311,689	55.5	31,313	48,701	21,096	53.8	2,144	3,296	.0069	.0066
Richmond city	210.4	207.7	−1.3	86.9	1.8	3,094,150	52.5	23,759	35,606	2,048,990	50.8	15,909	23,579	.0958	.0910
ROANOKE	**223.3**	**227.3**	**1.8**	**86.6**	**2.7**	**3,184,299**	**49.5**	**25,274**	**36,770**	**2,097,654**	**49.2**	**16,675**	**24,222**	**.1004**	**.0947**
Botetourt	24.7	26.7	8.1	9.6	11.6	274,961	38.5	23,087	28,642	96,416	48.0	7,573	10,043	.0081	.0075
Roanoke	77.2	82.9	7.4	27.5	6.6	1,192,161	55.1	29,795	43,351	491,178	57.5	12,090	17,861	.0310	.0305
Roanoke city	97.3	93.4	−4.0	40.8	−1.0	1,358,834	46.8	22,463	33,305	1,114,638	46.2	18,506	27,320	.0475	.0435
Salem city	24.1	24.3	.8	8.7	.0	358,343	50.6	27,344	41,189	395,422	48.5	30,602	45,451	.0138	.0132
TOTAL METRO COUNTIES	**3,924.7**	**4,186.5**	**6.7**	**1,528.6**	**8.7**	**71,052,723**	**64.9**	**30,626**	**46,469**	**36,189,095**	**61.3**	**15,960**	**23,675**	**1.8254**	**1.8683**
TOTAL STATE	**5,583.5**	**5,929.4**	**6.2**	**2,134.0**	**8.0**	**89,844,688**	**61.7**	**28,130**	**42,102**	**46,343,600**	**59.1**	**14,747**	**21,717**	**2.4037**	**2.4233**
WASHINGTON															
BELLINGHAM	**112.7**	**120.9**	**7.3**	**46.4**	**9.4**	**1,511,521**	**50.5**	**23,691**	**32,576**	**964,409**	**55.9**	**14,586**	**20,785**	**.0468**	**.0454**
Whatcom	112.7	120.9	7.3	46.4	9.4	1,511,521	50.5	23,691	32,576	964,409	55.9	14,586	20,785	.0468	.0454
BREMERTON	**165.7**	**189.7**	**14.5**	**70.5**	**17.5**	**2,822,415**	**71.3**	**27,466**	**40,034**	**1,153,627**	**71.5**	**11,209**	**16,364**	**.0665**	**.0716**
Kitsap	165.7	189.7	14.5	70.5	17.5	2,822,415	71.3	27,466	40,034	1,153,627	71.5	11,209	16,364	.0665	.0716
OLYMPIA	**138.2**	**158.2**	**14.5**	**62.3**	**18.0**	**2,539,968**	**79.0**	**26,869**	**40,770**	**1,054,525**	**75.4**	**11,384**	**16,927**	**.0574**	**.0638**
Thurston	138.2	158.2	14.5	62.3	18.0	2,539,968	79.0	26,869	40,770	1,054,525	75.4	11,384	16,927	.0574	.0638
RICHLAND - KENNEWICK - PASCO	**159.1**	**181.0**	**13.8**	**67.7**	**17.1**	**3,415,022**	**84.5**	**32,032**	**50,443**	**1,776,832**	**78.8**	**17,195**	**26,246**	**.0784**	**.0890**
Benton	121.0	138.2	14.2	52.4	17.8	2,859,007	89.1	33,972	54,561	1,462,539	82.4	18,021	27,911	.0630	.0729
Franklin	38.1	42.8	12.3	15.3	15.0	556,015	63.7	25,542	36,341	314,293	63.8	14,431	20,542	.0154	.0161
SEATTLE	**1,675.4**	**1,777.0**	**6.1**	**714.2**	**8.6**	**35,368,824**	**71.1**	**31,433**	**49,522**	**17,457,238**	**66.2**	**15,967**	**24,443**	**.8517**	**.8968**
King	1.312.9	1,378.6	5.0	561.6	7.3	28,010,904	69.0	31,660	49,877	13,950,939	64.2	16,225	24,841	.6821	.7098
Snohomish	362.5	398.4	9.9	152.6	13.7	7,357,920	79.5	30,548	48,217	3,506,299	74.6	14,963	22,977	.1696	.1870
SEATTLE - TACOMA CONSOLIDATED AREA	***2,188.7***	***2,330.4***	***6.5***	***926.4***	***9.3***	***41,788,714***	***65.9***	***29,716***	***45.109***	***21,056,145***	***63.8***	***15,160***	***22,729***	***1.0516***	***1.0849***
SPOKANE	**354.2**	**371.7**	**4.9**	**147.2**	**8.2**	**4,127,586**	**37.5**	**22,049**	**28,041**	**2,682,241**	**48.1**	**13,306**	**18,222**	**.1403**	**.1281**
Spokane	354.2	371.7	4.9	147.2	8.2	4,127,586	37.5	22,049	28,041	2,682,241	48.1	13,306	18,222	.1403	.1281
TACOMA	**513.3**	**553.4**	**7.8**	**212.2**	**11.7**	**6,419,890**	**42.2**	**23,767**	**30,254**	**3,598,907**	**53.3**	**12,365**	**16,960**	**.1999**	**.1881**
Pierce	513.3	553.4	7.8	212.2	11.7	6,419,890	42.2	23,767	30,254	3,598,907	53.3	12,365	16,960	.1999	.1881
VANCOUVER	**207.5**	**229.5**	**10.6**	**86.0**	**13.5**	**3,276,136**	**64.1**	**26,331**	**38,095**	**1,268,205**	**65.3**	**10,119**	**14,747**	**.0798**	**.0826**
Clark	207.5	229.5	10.6	86.0	13.5	3,276,136	64.1	26,331	38,095	1,268,205	65.3	10,119	14,747	.0798	.0826
YAKIMA	**179.8**	**190.4**	**5.9**	**70.5**	**8.1**	**2,076,195**	**45.2**	**21,927**	**29,450**	**1,328,367**	**51.9**	**13,412**	**18,842**	**.0680**	**.0644**
Yakima	179.8	190.4	5.9	70.5	8.1	2,076,195	45.2	21,927	29,450	1,328,367	51.9	13,412	18,842	.0680	.0644
TOTAL METRO COUNTIES	**3,505.9**	**3,771.8**	**7.6**	**1,477.0**	**10.4**	**61,557,557**	**64.0**	**28,060**	**41,677**	**31,284,351**	**63.0**	**14,344**	**21,181**	**1.5888**	**1.6298**
TOTAL STATE	**4,346.7**	**4,660.9**	**7.2**	**1,822.0**	**10.0**	**73,011,441**	**62.2**	**27,174**	**40,072**	**36,766,025**	**61.6**	**13,737**	**20,179**	**1.9104**	**1.9424**
WEST VIRGINIA															
CHARLESTON	**267.5**	**269.5**	**.7**	**106.3**	**4.0**	**4,398,854**	**65.5**	**26,004**	**41,382**	**2,802,535**	**61.3**	**17,000**	**26,364**	**.1235**	**.1254**
Kanawha	225.9	223.1	−1.2	89.5	2.1	3,791,052	64.0	26,360	42,358	2,549,610	60.0	18,168	28,487	.1090	.1095
Putnam	41.6	46.4	11.5	16.8	15.9	607,802	75.8	23,848	36,179	252,925	75.5	9,936	15,055	.0145	.0159
HUNTINGTON - ASHLAND	**339.5**	**346.0**	**1.9**	**130.1**	**5.1**	**4,160,281**	**54.5**	**21,746**	**31,978**	**2,466,880**	**54.0**	**12,942**	**18,961**	**.1272**	**.1231**
Cabell	103.7	102.5	−1.2	40.9	2.0	1,341,586	53.1	21,848	32,802	1,105,800	53.6	17,954	27,037	.0458	.0439
Wayne	48.3	51.4	6.4	18.2	9.0	579,571	68.2	20,638	31,845	256,288	66.8	9,201	14,082	.0154	.0161
Boyd, Ky.	*55.7*	*55.7*	*.0*	*21.4*	*2.4*	*683,222*	*41.2*	*23,158*	*31,926*	*478,024*	*44.7*	*15,807*	*22,3*[illegible]	*.0235*	*.0213*
Carter, Ky.	*26.2*	*27.7*	*5.7*	*9.8*	*11.4*	*264,957*	*67.0*	*18,030*	*27,036*	*160,133*	*64.2*	*11,080*	*16,340*	*.0081*	*.0083*
Greenup, Ky.	*40.4*	*42.0*	*4.0*	*14.7*	*7.3*	*403,568*	*34.6*	*21,885*	*27,454*	*128,083*	*43.9*	*6,497*	[illegible]*,713*	*.0121*	*.0108*
Lawrence, Ohio	*65.2*	*66.7*	*2.3*	*25.1*	*6.4*	*887,377*	*67.8*	*22,409*	*35,354*	*338,552*	*59.9*	*8,972*	*13,488*	*.0223*	*.0227*
PARKERSBURG - MARIETTA	**159.7**	**162.3**	**1.6**	**61.4**	**5.0**	**2,211,784**	**61.0**	**23,486**	**36,023**	**1,504,192**	**58.6**	**16,212**	**24,498**	**.0671**	**.0669**
Wood	93.4	93.2	−.2	35.9	2.9	1,343,274	62.4	23,699	37,417	1,059,278	59.6	19,018	29,506	.0424	.0425
Washington, Ohio	*66.3*	*69.1*	*4.2*	*25.5*	*8.1*	*868,510*	*58.8*	*23,172*	*34,059*	*444,914*	*56.3*	*12,061*	*17,448*	*.0247*	*.0244*
STEUBENVILLE - WEIRTON	**157.9**	**157.3**	**−.4**	**59.6**	**2.8**	**2,061,869**	**44.7**	**24,569**	**34,595**	**934,396**	**46.1**	**11,024**	**15,678**	**.0601**	**.0552**
Brooke	30.0	30.7	2.3	11.1	5.7	438,339	63.0	25,606	39,490	166,117	61.7	9,782	14,965	.0110	.0110
Hancock	39.6	40.2	1.5	15.0	3.4	573,017	50.6	26,244	38,201	268,838	53.0	12,118	17,923	.0159	.0153
Jefferson, Ohio	*88.3*	*86.4*	*−2.2*	*33.5*	*1.5*	*1,050,513*	*35.4*	*23,503*	*31,359*	*499,441*	*38.4*	*10,938*	*14,909*	*.0332*	*.0289*
WHEELING	**183.3**	**183.1**	**−.1**	**71.7**	**3.3**	**2,472,457**	**54.5**	**23,056**	**34,483**	**1,411,793**	**54.0**	**13,207**	**19,690**	**.0731**	**.0703**
Marshall	41.7	41.8	.2	15.4	3.4	529,259	54.4	23,000	34,367	283,947	55.2	12,278	18,438	.0155	.0149
Ohio	58.7	57.8	−1.5	23.1	2.2	806,933	55.4	22,972	34,932	617,909	55.1	17,630	26,749	.0262	.0253
Belmont, Ohio	*82.9*	*83.5*	*.7*	*33.2*	*4.1*	*1,136,265*	*53.9*	*23,142*	*34,225*	*509,937*	*52.1*	*10,507*	*15,360*	*.0314*	*.0301*
TOTAL METRO COUNTIES	**710.9**	**716.2**	**.7**	**276.5**	**3.8**	**10,342,574**	**61.0**	**24,108**	**37,405**	**6,666,607**	**58.7**	**15,767**	**24,111**	**.3040**	**.3029**
TOTAL STATE	**1,973.5**	**2,022.1**	**2.5**	**754.2**	**5.5**	**24,754,175**	**60.2**	**21,621**	**32,822**	**15,485,320**	**59.1**	**13,614**	**20,532**	**.7456**	**.7423**

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
STATE S&MM METRO AREA County	12/31/83 Total Pop. (Thous.)	12/31/88 Total Pop. (Thous.)	% Change 1983–1988	12/31/88 Total House-holds (Thous.)	% Change 1983–1988	1988 Total EBI ($000)	% Change 1983–1988	Average Household EBI 1983	Average Household EBI 1988	1988 Total Retail Sales ($000)	% Change 1983–1988	Retail Sales Per Household 1983	Retail Sales Per Household 1988	1983	1988
WISCONSIN															
APPLETON - OSHKOSH - NEENAH	**296.0**	**302.7**	**2.3**	**112.1**	**5.9**	**4,875,521**	**63.1**	**28,230**	**43,493**	**1,992,151**	**57.3**	**11,962**	**17,771**	**.1212**	**.1215**
Calumet	32.0	33.7	5.3	11.6	9.4	478,101	57.8	28,576	41,216	130,457	56.0	7,890	11,246	.0113	.0112
Outagamie	131.4	135.0	2.7	48.9	6.5	2,216,025	66.2	29,041	45,317	1,095,779	59.1	15,005	22,409	.0571	.0581
Winnebago	132.6	134.0	1.1	51.6	4.5	2,181,395	61.1	27,403	42,275	765,915	54.9	10,008	14,843	.0528	.0522
EAU CLAIRE	**135.5**	**141.5**	**4.4**	**51.4**	**8.0**	**2,016,279**	**68.9**	**25,076**	**39,227**	**1,045,157**	**61.9**	**13,565**	**20,334**	**.0534**	**.0551**
Chippewa	53.2	54.5	2.4	19.1	5.5	760,074	67.7	25,038	39,794	316,638	59.5	10,969	16,578	.0193	.0196
Eau Claire	82.3	87.0	5.7	32.3	9.5	1,256,205	69.7	25,099	38,892	728,519	62.9	15,158	22,555	.0341	.0355
GREEN BAY	**180.6**	**187.8**	**4.0**	**70.1**	**7.5**	**3,003,137**	**65.6**	**27,812**	**42,841**	**1,427,084**	**59.3**	**13,738**	**20,358**	**.0768**	**.0782**
Brown	180.6	187.8	4.0	70.1	7.5	3,003,137	65.6	27,812	42,841	1,427,084	59.3	13,738	20,358	.0768	.0782
JANESVILLE - BELOIT	**139.3**	**140.8**	**1.1**	**53.2**	**4.7**	**2,048,782**	**51.5**	**26,628**	**38,511**	**1,065,766**	**50.0**	**13,982**	**20,033**	**.0588**	**.0559**
Rock	139.3	140.8	1.1	53.2	4.7	2,048,782	51.5	26,628	38,511	1,065,766	50.0	13,982	20,033	.0588	.0559
KENOSHA	**122.3**	**121.3**	**–.8**	**45.4**	**2.3**	**2,301,680**	**64.9**	**31,437**	**50,698**	**697,298**	**56.5**	**10,034**	**15,359**	**.0516**	**.0518**
Kenosha	122.3	121.3	–.8	45.4	2.3	2,301,680	64.9	31,437	50,698	697,298	56.5	10,034	15,359	.0516	.0518
LA CROSSE	**93.0**	**95.4**	**2.6**	**35.7**	**5.9**	**1,553,465**	**69.7**	**27,158**	**43,514**	**804,226**	**60.9**	**14,827**	**22,527**	**.0401**	**.0414**
La Crosse	93.0	95.4	2.6	35.7	5.9	1,553,465	69.7	27,158	43,514	804,226	60.9	14,827	22,527	.0401	.0414
MADISON	**332.6**	**345.3**	**3.8**	**139.0**	**7.4**	**6,664,284**	**71.6**	**30,005**	**47,944**	**2,957,354**	**63.0**	**14,017**	**21,276**	**.1575**	**.1645**
Dane	332.6	345.3	3.8	139.0	7.4	6,664,284	71.6	30,005	47,944	2,957,354	63.0	14,017	21,276	.1575	.1645
MILWAUKEE	**1,389.2**	**1,400.9**	**.8**	**536.1**	**3.9**	**23,847,474**	**56.0**	**29,620**	**44,483**	**10,687,537**	**51.8**	**13,647**	**19,936**	**.6242**	**.6036**
Milwaukee	937.0	920.6	–1.8	372.0	1.5	15,376,681	52.8	27,443	41,335	7,460,248	49.1	13,650	20,054	.4221	.3996
Ozaukee	70.1	74.3	6.0	25.9	9.3	1,575,288	73.3	38,354	60,822	416,060	64.8	10,653	16,064	.0320	.0338
Washington	90.0	97.2	8.0	32.8	11.9	1,325,391	53.8	29,403	40,408	478,584	55.2	10,527	14,591	.0339	.0334
Waukesha	292.1	308.8	5.7	105.4	9.3	5,570,114	61.3	35,815	52,847	2,332,645	57.9	15,322	22,131	.1362	.1368
MILWAUKEE - RACINE CONSOLIDATED AREA	***1,560.4***	***1,575.6***	***1.0***	***600.3***	***4.1***	***26,246,322***	***54.6***	***29,420***	***43,722***	***11,682,559***	***51.1***	***13,400***	***19,461***	***.6925***	***.6657***
RACINE	**171.2**	**174.7**	**2.0**	**64.2**	**5.4**	**2,398,848**	**42.1**	**27,729**	**37,365**	**995,022**	**44.5**	**11,308**	**15,499**	**.0683**	**.0621**
Racine	171.2	174.7	2.0	64.2	5.4	2,398,848	42.1	27,729	37,365	995,022	44.5	11,308	15,499	.0683	.0621
SHEBOYGAN	**101.2**	**101.6**	**.4**	**37.8**	**3.8**	**1,639,646**	**61.3**	**27,926**	**43,377**	**648,525**	**55.1**	**11,490**	**17,157**	**.0411**	**.0406**
Sheboygan	101.2	101.6	.4	37.8	3.8	1,639,646	61.3	27,926	43,377	648,525	55.1	11,490	17,157	.0411	.0406
WAUSAU	**114.4**	**118.6**	**3.7**	**43.2**	**7.2**	**1,667,187**	**60.3**	**25,814**	**38,592**	**674,913**	**56.0**	**10,733**	**15,623**	**.0431**	**.0427**
Marathon	114.4	118.6	3.7	43.2	7.2	1,667,187	60.3	25,814	38,592	674,913	56.0	10,733	15,623	.0431	.0427
TOTAL METRO COUNTIES	**3,165.0**	**3,222.9**	**1.8**	**1,221.7**	**5.1**	**53,444,134**	**59.9**	**28,753**	**43,746**	**23,506,849**	**54.8**	**13,060**	**19,241**	**1.3702**	**1.3521**
TOTAL STATE	**4,766.1**	**4,881.3**	**2.4**	**1,834.8**	**5.7**	**73,228,678**	**57.5**	**26,776**	**39,911**	**32,413,158**	**53.8**	**12,133**	**17,666**	**1.9355**	**1.8936**
WYOMING															
CASPER	**77.9**	**87.5**	**12.3**	**34.1**	**16.0**	**1,525,437**	**62.3**	**31,971**	**44,734**	**1,131,725**	**66.7**	**23,095**	**33,188**	**.0440**	**.0456**
Natrona	77.9	87.5	12.3	34.1	16.0	1,525,437	62.3	31,971	44,734	1,131,725	66.7	23,095	33,188	.0440	.0456
TOTAL METRO COUNTIES	**77.9**	**87.5**	**12.3**	**34.1**	**16.0**	**1,525,437**	**62.3**	**31,971**	**44,734**	**1,131,725**	**66.7**	**23,095**	**33,188**	**.0440**	**.0456**
TOTAL STATE	**517.5**	**583.8**	**12.8**	**220.8**	**16.1**	**9,393,142**	**70.7**	**28,938**	**42,541**	**5,588,881**	**70.3**	**17,265**	**25,312**	**.2450**	**.2624**

S&MM'S FOUR SURVEY ISSUES

Survey of Buying Power, published in July, includes the most current estimates of the demographic and socioeconomic factors of regions, states, metropolitan markets, counties, and cities.

Survey of Buying Power—Part II, published in October, rearranges the basic *Survey* data in terms of TV and newspaper markets so that markets can be evaluated in media terms; it also gives a five-year projection of metropolitan markets, as well as current data on merchandise line sales for several product categories.

Survey of Selling Costs, published in February, includes detailed information on the basic selling costs of the leading metropolitan markets in the U.S. and Canada, plus data on such marketing-related expenses as sales incentives, sales training, sales meetings, car rentals, and salespeople's compensation.

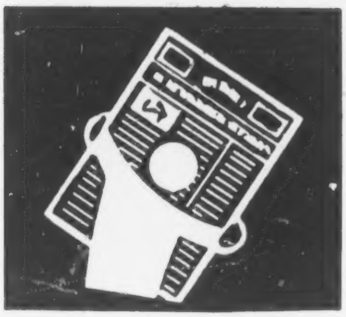
Survey of Industrial & Commercial Buying Power, published in April. provides data on 4-digit SIC industries, both manufacturing and nonmanufacturing, as well as ranking of leading counties for the more than 400 customer industries listed that buy goods and services from consumer and industrial establishments.

Data in this *Survey of Buying Power—Part II* have been organized into six sections. The black index tabs along the right-hand edge of the book provide easy access to each section.

Section D

S&MM's

22nd ANNUAL SURVEY of NEWSPAPER MARKETS



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HOUSEHOLDS

Market	(Thous.)	Rank
New York, N.Y.	5,515.4	1
Los Angeles - Long Beach, Cal.	3,812.3	2
Chicago, Ill.	2,581.0	3
Detroit, Mich.	1,839.4	4
Philadelphia, Pa.	1,757.4	5
Boston - Lawrence - Salem - Lowell - Brockton, Mass.	1,484.3	6
San Francisco, Cal.	1,479.9	7
Houston, Tex.	1,402.4	8
Washington, D.C.	1,303.9	9
Miami - Hialeah, Fla.	1,138.2	10
Newark, N.J.	939.5	11
Minneapolis - St. Paul, Minn.	929.0	12
Denver, Colo.	893.5	13
St. Louis, Mo.	885.5	14
Pittsburgh, Pa.	874.7	15
Nassau - Suffolk, N.Y.	851.1	16
Dallas, Tex.	812.4	17
Tampa - St. Petersburg - Clearwater, Fla.	790.4	18
Atlanta, Ga.	784.6	19
Anaheim - Santa Ana, Cal.	780.6	20
Baltimore, Md.	777.7	21
San Diego, Cal.	749.3	22
Phoenix, Ariz.	742.0	23
Oakland, Cal.	717.1	24
Seattle, Wash.	712.8	25
Cleveland, Ohio	703.6	26
Kansas City, Mo.-Kans.	632.5	27
Riverside - San Bernardino, Cal.	628.6	28
Cincinnati, Ohio	614.5	29
Milwaukee, Wisc.	522.0	30
Portland, Ore.	518.2	31
San Jose, Cal.	509.0	32
Sacramento, Cal.	501.5	33
New Orleans, La	495.5	34
Columbus, Ohio	479.7	35
Fort Lauderdale - Hollywood - Pompano Beach, Fla.	463.4	36
Bergen - Passaic, N.J.	462.5	37
San Antonio, Tex.	460.5	38
Buffalo, N.Y.	460.3	39
Des Moines, Iowa	458.1	40
Norfolk - Virginia Beach - Newport News, Va.	455.6	41
Indianapolis, Ind.	444.6	42
Fort Worth - Arlington, Tex.	435.3	43
Oklahoma City, Okla.	434.6	44
Louisville, Ky.	432.3	45
Dayton - Springfield, Ohio	399.2	46
Omaha, Neb.	397.6	47
Greensboro - Winston-Salem - High Point, N.C.	395.3	48
Charlotte - Gastonia - Rock Hill, N.C.-S.C.	384.1	49
Hartford - New Britain - Middletown - Bristol, Conn.	382.7	50
Salt Lake City - Ogden, Utah	369.5	51
Memphis, Tenn.	354.2	52
Richmond - Petersburg, Va.	352.8	53
Orlando, Fla.	351.8	54
Providence - Pawtucket - Woonsocket, R.I.	350.5	55
Nashville, Tenn.	348.5	56
Rochester, N.Y.	346.6	57
New Haven - Waterbury - Meriden, Conn.	337.4	58
Monmouth - Ocean, N.J.	334.5	59
Little Rock - North Little Rock, Ark.	324.4	60
Tulsa, Okla.	315.9	61
Albany - Schenectady - Troy, N.Y.	311.2	62
Birmingham, Ala.	296.4	63
Jacksonville, Fla.	292.9	64
Honolulu, Haw.	292.6	65
Bridgeport - Stamford - Norwalk - Danbury, Conn.	286.6	66
West Palm Beach - Boca Raton - Delray Beach, Fla.	284.6	67
Akron, Ohio	282.4	68
Knoxville, Tenn.	279.1	69
Middlesex - Somerset - Hunterdon, N.J.	279.0	70
Greenville - Spartanburg, S.C.	279.0	70
Raleigh - Durham, N.C.	275.4	72
Tucson, Ariz.	268.1	73
Austin, Tex.	267.5	74
Syracuse, N.Y.	260.9	75
Toledo, Ohio	254.6	76
Allentown - Bethlehem, Pa.	243.4	77
Scranton - Wilkes-Barre, Pa.	237.7	78
Worcester - Fitchburg - Leominster, Mass.	234.2	79
Gary - Hammond, Ind.	223.4	80
Fresno, Cal.	221.7	81
Spokane, Wash.	219.7	82
Madison, Wisc.	219.4	83
Harrisburg - Lebanon - Carlisle, Pa.	215.0	84
Baton Rouge, La.	215.0	84
Grand Rapids, Mich.	214.6	86
Las Vegas, Nev.	213.9	87
Springfield, Mass.	208.4	88
Jersey City, N.J.	207.1	89
Wichita, Kans.	206.3	90
Johnson City - Kingsport - Bristol, Tenn.	204.6	91
Wilmington, Del.	200.8	92
Oxnard - Ventura, Cal.	197.6	93
Albuquerque, N.M.	195.8	94
Youngstown - Warren, Ohio	192.4	95
Roanoke, Va.	192.1	96
Lexington-Fayette, Ky.	190.6	97
Tacoma, Wash.	189.9	98
Columbia, S.C.	182.2	99
Fort Wayne, Ind.	179.8	100
Mobile, Ala.	178.1	101
New Bedford - Fall River - Attleboro, Mass.	174.5	102
Sarasota, Fla.	174.1	103
Charleston, W.Va.	171.8	104
Shreveport, La.	171.0	105
Beaumont - Port Arthur, Tex.	168.9	106
Charleston, S.C.	167.8	107
Davenport - Rock Island - Moline, Iowa-Ill.	167.3	108
Chattanooga, Tenn.	165.7	109
Peoria, Ill.	163.1	110
El Paso, Tex.	159.7	111
Portland, Me.	159.6	112
Bakersfield, Cal.	156.8	113
Flint, Mich.	155.3	114
Lake County, Ill.	154.1	115
Corpus Christi, Tex.	153.7	116
Augusta, Ga.	152.8	117
Saginaw - Bay City - Midland, Mich.	147.9	118
Canton, Ohio	147.2	119
Lubbock, Tex.	146.1	120
Lansing - East Lansing, Mich.	145.6	121
Evansville, Ind.	142.5	122
Jackson, Miss.	141.6	123
Macon - Warner Robins, Ga.	141.5	124
Amarillo, Tex.	140.0	125
Stockton, Cal.	138.6	126
Bangor, Me.	136.9	127
Appleton - Oshkosh - Neenah, Wisc.	136.3	128
Lancaster, Pa.	132.9	129
Santa Rosa - Petaluma, Cal.	131.3	130
Fort Myers - Cape Coral, Fla.	131.1	131
Duluth, Minn.	131.1	131
Binghamton, N.Y.	128.4	133
Lakeland - Winter Haven, Fla.	126.8	134
Daytona Beach, Fla.	126.1	135
South Bend - Mishawaka, Ind.	125.8	136
Colorado Springs, Colo.	125.7	137
Joliet, Ill.	125.3	138
Savannah, Ga.	125.0	139
Asheville, N.C.	124.4	140
Lincoln, Neb.	122.3	141
Rockford, Ill.	122.1	142
Reading, Pa.	121.0	143
York, Pa.	120.4	144
Melbourne - Titusville - Palm Bay, Fla.	119.5	145
Santa Barbara - Santa Maria - Lompoc, Cal.	118.4	146
Springfield, Ill.	117.8	147
Springfield, Mo.	116.2	148
Orange County, N.Y.	116.2	148
Manchester - Nashua, N.H.	115.4	150
Aurora - Elgin, Ill.	115.4	150
Atlantic City, N.J.	113.6	152
Utica - Rome, N.Y.	113.2	153
Billings, Mont.	112.5	154
Biloxi - Gulfport, Miss.	112.3	155
Montgomery, Ala.	112.1	156
Trenton, N.J.	109.2	157
Pensacola, Fla.	108.5	158
Anderson, S.C.	106.4	159
Modesto, Cal.	106.3	160
Eugene - Springfield, Ore.	106.3	160
Salinas - Seaside - Monterey, Cal.	105.5	162
Reno, Nev.	102.4	163
Anchorage, Alas.	101.9	164
Alton - Granite City, Ill.	101.8	165
Erie, Pa.	101.7	166
Cedar Rapids, Iowa	101.5	167
Kalamazoo, Mich.	101.2	168
Boise, Ida.	99.5	169
Topeka, Kans.	98.9	170
Bloomington - Normal, Ill.	96.8	171
Abilene, Tex.	96.8	171
Tallahassee, Fla.	96.7	173
Lorain - Elyria, Ohio	96.4	174
Ann Arbor, Mich.	95.7	175
Johnstown, Pa.	95.0	176
Hamilton - Middletown, Ohio	95.0	176
Salem, Ore.	94.4	178
Sioux City, Iowa	93.7	179
East St. Louis - Belleville, Ill.	93.6	180
Green Bay, Wisc.	92.8	181
Pueblo, Colo.	92.0	182
Waco, Tex.	91.7	183
Columbus, Ga.	91.3	184
Fargo - Moorhead, N.D.-Minn.	91.0	185
Mcallen - Edinburg - Mission, Tex.	90.2	186
Waterloo - Cedar Falls, Iowa	89.8	187
Fayetteville, N.C.	88.0	188
Wheeling, W.Va.	87.7	189
Lake Charles, La.	87.5	190
Poughkeepsie, N.Y.	87.3	191
New London - Norwich, Conn.	86.7	192
Gainesville, Fla.	84.4	193
Benton Harbor, Mich.	84.3	194
Niagara Falls, N.Y.	82.6	195
Carbondale, Ill.	82.3	196
Wilmington, N.C.	82.2	197
Santa Cruz, Cal.	82.2	197
Champaign - Urbana - Rantoul, Ill.	80.8	199
Boulder - Longmont, Colo.	80.6	200
Huntington - Ashland, W.Va.-Ky.	80.4	201
Tupelo, Miss.	79.9	202
Fort Smith, Ark.	79.2	203
Wichita Falls, Tex.	78.9	204
St. Joseph, Mo.	78.6	205
Watertown, N.Y.	77.6	206
Janesville - Beloit, Wisc.	77.5	207
Tyler, Tex.	77.4	208
Alexandria, La.	77.2	209
Terre Haute, Ind.	77.0	210
Galveston - Texas City, Tex.	76.3	211
Sioux Falls, S.D.	76.1	212
Vancouver, Wash.	75.8	213
Hutchinson, Kans.	74.8	214
Monroe, La.	74.5	215
Olean, N.Y.	73.4	216
Beaver County, Pa.	73.3	217
Huntsville, Ala.	72.8	218
Chico, Cal.	72.7	219
Brownsville - Harlingen, Tex.	72.6	220
Grand Forks, N.D.	72.2	221
Burlington, Vt.	72.0	222
Beckley, W.Va.	71.1	223
Bradenton, Fla.	70.3	224
Joplin, Mo.	69.1	225
Provo - Orem, Utah	69.0	226
Hyannis, Mass.	68.3	227
Muncie, Ind.	68.1	228
Killeen - Temple, Tex.	67.9	229
Waterville, Me.	67.6	230
San Luis Obispo, Cal.	67.5	231
Parkersburg - Marietta, W.Va.-Ohio	67.5	231
Eau Claire, Wisc.	67.4	233
Tuscaloosa, Ala.	66.0	234
Lewiston - Auburn, Me.	65.4	235
Yakima, Wash.	65.2	236
Lafayette, Ind.	65.0	237
Odessa, Tex.	64.0	238
Jackson, Tenn.	63.7	239
La Crosse, Wisc.	62.1	240
Pottsville, Pa.	62.0	241
Muskegon, Mich.	62.0	241
Sunbury, Pa.	61.6	243
Florence, S.C.	61.2	244
Racine, Wisc.	60.9	245
Lafayette, La.	60.5	246
Bremerton, Wash.	60.0	247
Albany, Ga.	59.7	248
Anniston, Ala.	59.0	249
San Angelo, Tex.	58.4	250
Owensboro, Ky	58.4	250
Victoria, Tex.	58.3	252
Wenatchee, Wash.	58.2	253
Dubuque, Iowa	58.2	253
Richland - Kennewick - Pasco, Wash.	57.8	255
Great Falls, Mont.	57.7	256
Rapid City, S.D.	56.8	257
Salina, Kans.	56.4	258
Grand Junction, Colo.	55.9	259
Elmira, N.Y.	55.6	260
Redding, Cal.	55.5	261
Ocala, Fla.	55.1	262
Quincy, Ill.	54.7	263
Rochester, Minn.	54.6	264
Missoula, Mont.	54.2	265
Jamestown, N.Y.	54.2	265
Lynchburg, Va.	54.1	267
Pittsfield, Mass.	53.7	268
Butler, Pa.	53.5	269
Charlottesville, Va.	53.3	270
Longview - Marshall, Tex.	53.1	271
Olympia, Wash.	52.8	272
Paducah, Ky.	52.7	273
Medford, Ore.	52.3	274
Lima, Ohio	51.7	275
Bismarck, N.D.	51.7	275
Jackson, Mich.	51.4	277
Florence, Ala.	50.9	278
Bryan - College Station, Tex.	50.6	279
Altoona, Pa.	50.5	280
Wausau, Wisc.	50.2	281
Battle Creek, Mich.	49.9	282
Anderson, Ind.	49.9	282
Kankakee, Ill.	49.8	284
Elkhart - Goshen, Ind.	49.5	285
Sandusky, Ohio	49.3	286
Cumberland, Md.	48.4	287
Bluefield, W.Va.	48.3	288
Mansfield, Ohio	48.1	289
Texarkana, Tex.-Ark.	47.9	290
Zanesville, Ohio	47.8	291
Mankato, Minn.	46.9	292
Sharon, Pa.	46.2	293
Danville, Ill.	46.2	293
Gadsden, Ala.	45.2	295
Enid, Okla.	45.2	295
Kenosha, Wisc.	44.4	297
Williamsport, Pa.	44.0	298
Salisbury, Md.	43.9	299
Wooster, Ohio	43.4	300
St. Cloud, Minn.	43.3	301
Naples, Fla.	43.1	302
Minot, N.D.	43.1	302
Fredericksburg, Va.	43.0	304
Casper, Wyo.	42.4	305
Panama City, Fla.	42.2	306
Hattiesburg, Miss.	42.2	306
Bloomington, Ind.	41.8	308
Fort Walton Beach, Fla.	41.4	309
Hagerstown, Md.	41.0	310
Idaho Falls, Ida.	40.4	311
Hickory, N.C.	40.0	312
Glens Falls, N.Y.	39.4	313
Lawton, Okla.	39.2	314
Clarksburg, W.Va.	38.4	315
Kokomo, Ind.	37.5	316
Harrisonburg, Va.	37.0	317
Burlington, N.C.	37.0	317
Sheboygan, Wisc.	36.4	319
Grand Island, Neb.	34.8	320
Dover, Ohio	32.7	321
Longview, Wash.	32.4	322
Findlay, Ohio	24.5	323

S&MM's SURVEY OF NEWSPAPER MARKETS

	S&MM ESTIMATES 1983									
	POPULATION 12/31/83		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						% Hslds. Cov. Total Area
STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	Total Pop. (Thous.)	Total Households (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furnit./ Furnish./ Appl. ($000)	Automotive ($000)	Drug ($000)	
1	2		3	4	5					6

1 To qualify as a **Newspaper Market,** a city must have at least one daily newspaper with a minimum paid circulation of 25,000. If two or more qualifying cities are in the same metropolitan area, or in the same nonmetro county, they are combined into a multiple newspaper market. The name of the market for newspapers of a metropolitan area is the metro area name. Each county in a newspaper market is one in which the combined qualified newspapers penetrate 20% or more of the households. Three types of counties are included: (1) *home county*, which indentifies the location of the newspapers; (2) *dominant counties*, where the newspaper household penetration is 50% or more; and (3) *effective counties*, where coverage ranges from 20% to 49%. This classification provides a guide for focussing on the newspapers' strongest coverage areas, as well as for determining where additional support may be needed to achieve a desired penetration level. As a further aid to sales targeting, the home-county name is repeated as a dominant or effective county, depending upon its penetration rate. The name of a home county with less than 20% coverage is repeated after the words "Under 20%."

The data source is the Audit Bureau of Circulation's data bank, which includes the audited statements of individual newspapers as of May 1984.

2 Population is the number of **persons** living in the newspaper market as of 12/31/83. It includes people living in colleges and hospitals, and armed forces personnel (and their dependents) permanently assigned to the area, but excludes transients and tourists. **Households** are units made up of the people occupying a single housing unit under the rules of the 1980 Census of Population and Housing—such as a house, an apartment, a group of rooms, or a single room. The members of a household need not be related, and a single person living alone in a housing unit is also counted as a household.

Caution: Although a county's population total will include all the people in the area, the household total will not do so because it excludes those living in group quarters. Thus if you calculate average Effective Buying Income per household, it must be recognized that this indicator does include the income of people not living in households.

3 Effective Buying Income (EBI), a classification developed exclusively by Sales & Marketing Management, is personal income less personal tax and nontax payments. Personal income is the aggregate of wages and salaries, other labor income (such as employer contributions to private pension funds), proprietors' income, rental income (which includes inputed rental income of owner-occupants of nonfarm dwellings), dividends paid by corporations, personal interest income from all sources, and transfer payments (such as pension and welfare assistance). Deducted from this total are personal taxes (federal, state, and local), nontax payments (such as fines, fees, penalties), and personal contributions for social insurance. The resultant figure is commonly known as "disposable personal income." Compensation paid to military, diplomatic, and business personnel stationed overseas is deducted from this total to arrive at Effective Buying Income.

Effective Buying Income is a bulk measurement of market potential. It indicates the general ability to buy and is essential in comparing, selecting, and grouping markets on that basis. But for products that appeal to specific income classes, the percent of households by Effective Buying Income groups, as reported in the July 23 *Survey of Buying Power*, should be considered.

4 Total Retail Sales are all net sales (minus refunds, allowances for returns, and taxes) of establishments engaged primarily in retail trade. Retail sales by such nonretailers as wholesalers and service establishments are not counted. In line with new Census Bureau policy, Total Retail Sales no longer includes: (1) sales and other taxes collected from customers, and (2) carrying charges or other charges for credit. Although retail sales are often used to gauge the purchasing power of the residents in a market, they are only an approximation because the market's volume may be affected by the movement of shoppers to and from adjacent areas, as well as purchases by nonhousehold units such as businesses, and the inhabitants of group quarters. They are actually a measure of the drawing power of local retail establishments.

The **Total Retail Sales** figure includes store types not listed in the 1984 Survey. Thus the arithmetic difference between Total Retail Sales and the aggregate sales of the major store types detailed in the *Survey* represents sales of "All Other Stores," so to speak.

5 Individual **retail store groups** are considered as channels of distribution in local markets. Thus the retail sales total of the particular store group through which your product moves is useful in analyzing the relative importance of that distribution channel. Bear in mind that the retail sales total of a store type represents the cumulative sales of all products and/or services handled by the store, and not just the type of products associated with the store type. That is, food stores sell more than food products, and drugstores sell more than health and beauty aids.

Separate sales totals are provided for (1) *food stores*, which sell food primarily for home consumption; (2) *general merchandise* stores, which include department, limited-price variety, and general merchandise stores; (3) *furniture, home furnishings, and appliance stores (FHA)*; (4) *automotive dealers* which include those selling domestic and imported cars, new and used, and stores selling tires, batteries, and accessories; and (5) *drugstores*, which include proprietary stores.

6 Individual county newspaper circulation totals are added and expressed as a **percentage of all households covered** in the market. In multiple-newspaper markets, circulations of all qualifying papers are combined. In such markets, however, the coverage ratio is only a general guide because it is impossible to measure the degree of circulation duplication that may exist.

NOTE: There are no U.S. totals for S&MM's newspaper markets because the number of duplicate counties—that is, the same county that is part of more than one newspaper market—would make such a total meaningless.

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MONTGOMERY

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Montgomery's metro area sales per household is the largest among the three largest metros in the state.

	% Of Increase	Retail Sales Per Household
Montgomery	+10.2%	13.721
Mobile	+6.8%	13,112
Birmingham	+5.5%	13,221

The Alabama Journal The Advertiser

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REPRESENTATIVE: Branham SOURCE: SMM "Survey of Buying Power"

S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1983									% Hslds. Cov. Total Area
	POPULATION 12/31/83		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
	Total Pop. (Thous.)	Total House-holds (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furnit./ Furnish./ Appl. ($000)	Automotive ($000)	Drug ($000)	
ALABAMA										
ANNISTON (Calhoun) . . . **Over 50%**: Calhoun; **20 - 49%:** Clay, Cleburne, Randolph.	169.5	59.0	1,238,140	625,193	160,170	84,196	22,824	107,032	25,310	48.8
BIRMINGHAM (Jefferson) . . . **Over 50%:** Jefferson; **20 - 49%:** St. Clair, Shelby.	795.2	296.4	7,352,127	4,048,750	889,616	608,043	178,815	729,589	154,757	59.4
FLORENCE (Lauderdale) . . . **Over 50%:** Lauderdale; **20 - 49%:** Colbert.	138.4	50.9	1,168,904	656,715	172,222	112,888	26,561	107,237	17,728	50.0
GADSDEN (Etowah) . . . **Over 50%:** Etowah; **20 - 49%:** Cherokee.	123.9	45.2	898,561	528,065	125,565	95,525	21,353	75,750	17,415	54.6
HUNTSVILLE (Madison) . . . **Over 50%:** Madison.	199.2	72.8	2,060,855	1,049,702	185,664	190,817	45,354	173,254	29,957	75.5
MOBILE (Mobile) . . . **Over 50%:** Mobile; **20 - 49%:** Baldwin, Clarke, Washington.	506.1	178.1	4,425,488	2,285,909	504,564	404,966	100,641	344,507	91,160	52.6
MONTGOMERY (Montgomery) . . . **Over 50%:** Montgomery; **20 - 49%:** Autauga, Bullock, Butler, Elmore.	318.3	112.1	2,647,292	1,502,561	316,338	248,434	54,638	240,889	42,754	46.4
TUSCALOOSA (Tuscaloosa) . . . **20 - 49%:** Greene, Hale, Pickens, Tuscaloosa.	190.0	66.0	1,334,195	755,778	182,757	132,237	28,732	110,062	24,430	41.4
ALASKA										
ANCHORAGE (Anchorage) . . . **Over 50%:** Anchorage, Matanuska-Susitna; **20 - 49%:** Kenai Peninsula, North Slope.	286.6	101.9	3,776,908	1,956,344	462,671	277,222	53,172	208,605	111,615	84.8

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S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1983 POPULATION 12/31/83 Total Pop. (Thous.)	POPULATION 12/31/83 Total Households (Thous.)	EFFECTIVE BUYING INCOME Total EBI ($000)	RETAIL SALES BY STORE GROUP Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furnit./ Furnish./ Appl. ($000)	Automotive ($000)	Drug ($000)	% Hslds. Cov. Total Area
ARIZONA										
PHOENIX (Maricopa) . . . **Over 50%:** Maricopa; **20 - 49%:** Coconino, Gila, Greenlee, La Paz, Navajo, Pinal.	2,000.0	742.0	18,937,451	9,202,663	2,420,910	1,055,938	559,282	1,753,434	313,442	51.2
TUCSON (Pima) . . . **Over 50%:** Pima; **20 - 49%:** Cochise, Santa Cruz.	705.1	268.1	6,020,570	3,112,467	825,665	376,832	167,741	610,455	119,854	49.6
ARKANSAS										
FORT SMITH (Sebastian) . . . **Over 50%:** Sebastian; **20 - 49%:** Crawford, Franklin, Logan, Scott; OKLA.: Sequoyah.	219.4	79.2	1,677,578	1,115,188	253,757	158,452	48,322	224,806	25,805	45.4
LITTLE ROCK-NORTH LITTLE ROCK (Pulaski) . . . **Over 50%:** Pulaski; **20 - 49%:** Arkansas, Ashley, Calhoun, Clark, Cleburne, Conway, Dallas, Desha, Faulkner, Garland, Grant, Hot Spring, Lonoke, Monroe, Ouachita, Perry, Prairie, Saline, Van Buren, White, Woodruff.	897.2	324.4	7,353,505	4,242,200	963,250	631,040	151,214	910,279	116,350	45.9
TEXARKANA (TEX.: Bowie; ARK.: Miller) . . . **Over 50%:** ARK.: Miller; TEX.: Bowie; **20 - 49%:** ARK.: Little River.	133.0	47.9	1,037,150	692,252	198,185	83,911	22,337	127,094	16,336	53.5
CALIFORNIA										
ANAHEIM-SANTA ANA (Orange) . . . **20 - 49%:** Orange.	2,129.4	780.6	28,206,195	13,972,616	2,958,436	1,979,738	673,843	2,107,252	374,620	34.9

Maximize Sales; Minimize Costs

Easy to say, but not so easy to do. Yet each year sales and marketing executives nationwide set out to do just that. And along with them, every step of the way, is **Sales & Marketing Management's Survey of Selling Costs,** a one-of-its-kind survey. It's a reliable, accurate source of comparative data readers can use in planning, projections, and budgeting. **No** other publication commands their immediate attention or their repeated reference like this **Survey** does.

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The **1985 Survey of Selling Costs** includes sections on:

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- Sales Meetings and Sales Training—Sales meeting costs in 30 major metropolitan markets. Average costs of sales training per salesperson.
- Transportation—fleet-car operating costs by region.
- Sales Support Activities—share of sales incentive dollar spent for merchandise and travel, and information on incentive travel costs. Audiovisual equipment purchase and rental costs.
- Compensation—total selling expenses as a percentage of company sales.

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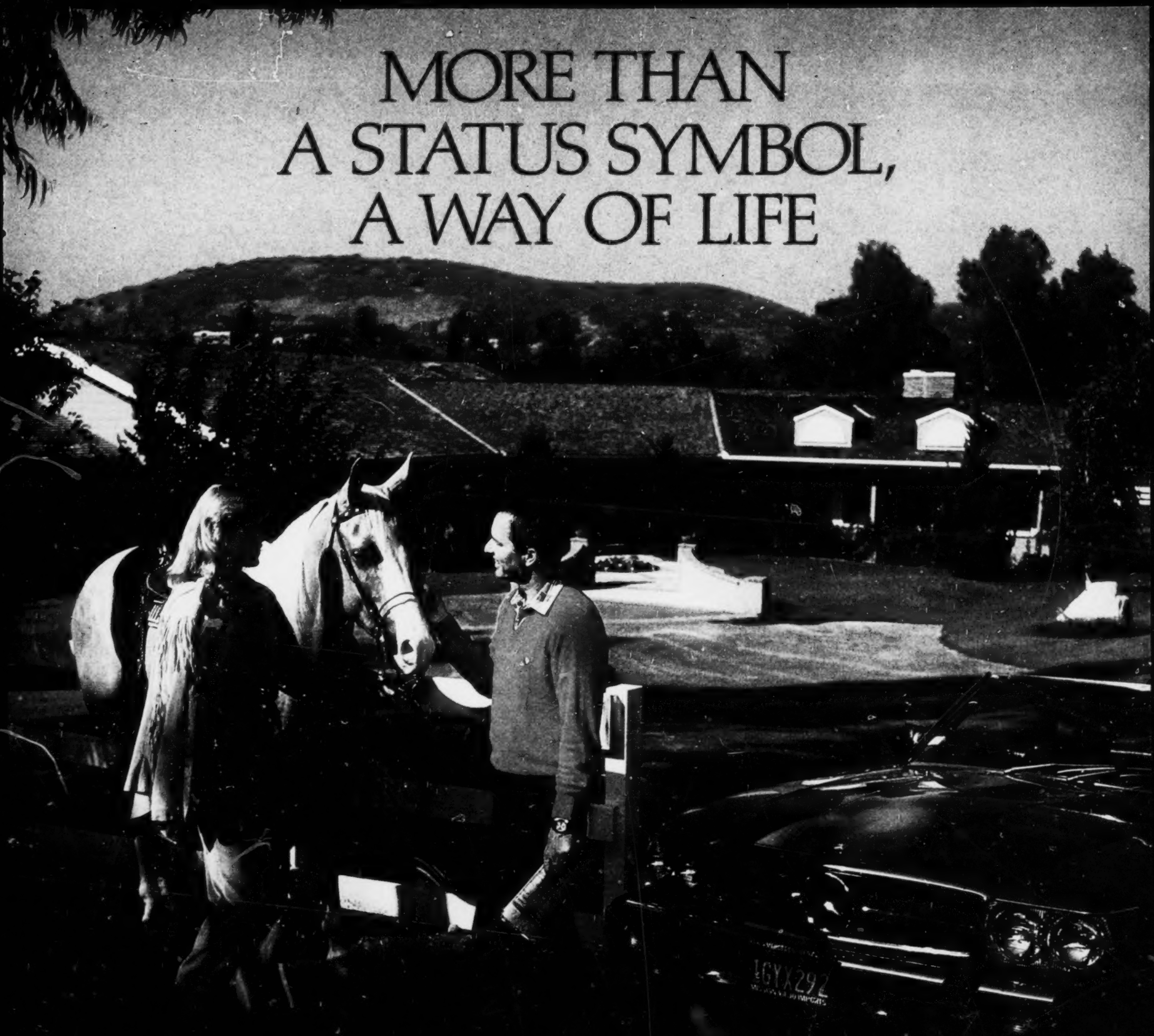

Take a drive around **Orange County, California.** You'll find a quality lifestyle. It shows in the way people dress, where they choose to live, and in their leisure-time activities. Take a closer look at our market, and you'll see why more Mercedes Benz are registered here than any other luxury import. With a $32,715 median household disposable income, **Orange County** people have more to spend than their counterparts in Southern California. Only one major newspaper group best profiles this marketplace, The **Orange County Register MetroGroup.**

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Our lead over the closest competitor, the Orange County edition of the L.A. Times, has grown to 119,408. Drive your message home to this quality conscious marketplace with the leader, The **Orange County Register MetroGroup.**

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Sources: S&MM, Survey of Buying Power, 1984; Scarborough Research Corp., 1983; ABC Publishers Statement, March 31, 1984; Media Records, Inc., 1984 (1st 6 mos.)

S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1983									% Hslds. Cov. Total Area
	POPULATION 12/31/83		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
	Total Pop. (Thous.)	Total House-holds (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchan-dise ($000)	Furnit./ Furnish./ Appl. ($000)	Auto-motive ($000)	Drug ($000)	
CA (cont.)										
BAKERSFIELD (Kern) . . . **20 - 49%:** Kern.	443.4	156.8	4,294,002	2,444,657	693,275	211,605	89,729	334,365	100,935	48.5
CHICO (Butte) . . . **20 - 49%:** Butte, Glenn.	183.4	72.7	1,612,996	792,073	233,268	61,760	36,319	95,346	29,556	34.9
FRESNO (Fresno) . . . **Over 50%:** Fresno; **20 - 49%:** Madera.	628.1	221.7	5,948,408	3,002,424	819,599	344,782	115,356	465,599	146,291	52.8
LOS ANGELES-LONG BEACH (Los Angeles) . . . **Over 50%:** Los Angeles; **20 - 49%:** Inyo, Orange, Ventura.	10,457.3	3,812.3	119,814,882	58,558,434	13,835,819	7,374,969	2,772,947	8,498,262	2,009,211	44.4
MODESTO (Stanislaus) . . . **Over 50%:** Stanislaus.	293.4	106.3	2,686,662	1,503,924	390,003	203,702	78,058	173,101	64,296	55.1
OAKLAND (Alameda, Contra Costa) . . . **20 - 49%:** Alameda, Contra Costa.	1,847.6	717.1	23,006,627	9,979,763	2,462,957	1,374,281	431,271	1,440,497	473,357	36.2
OXNARD-VENTURA (Ventura) . . . **20 - 49%:** Ventura.	589.8	197.6	6,682,191	2,840,467	825,917	364,767	104,069	449,138	115,326	21.5
REDDING (Shasta) . . . **Over 50%:** Shasta; **20 - 49%:** Trinity.	145.0	55.5	1,208,542	762,847	211,334	62,395	24,992	95,019	47,540	58.2
RIVERSIDE-SAN BERNARDINO (Riverside, San Bernardino) . . . **20 - 49%:** Riverside, San Bernardino.	1,751.6	628.6	16,852,463	8,575,303	2,089,402	1,283,355	250,957	1,239,779	315,986	35.0

REACH THE *Best* OF THE BAY

In the San Francisco/Oakland ADI, one metro market stands out. The Oakland PMSA . . . the Greater East Bay. This huge, affluent, two-county market has more population (1.8 million), more households (717,000), and more Effective Buying Power ($23 billion) than San Francisco or San Jose.*

You can't cover the entire Oakland/San Francisco market with just one newspaper. To reach The Best of the Bay, you need The Tribune. Each day, The Tribune reaches 390,000 readers** in the heart of the nation's 6th largest market. On Sunday, Tribune readership jumps to 446,000. If you're not buying The Tribune, you're not buying the Best of the Bay.

* S & MM Survey of Buying Power
** Scarborough Newspaper Audience Survey, 1983

The Greater East Bay's greater newspaper.
CALL (415) 645-2521 OR ANY BRANHAM OFFICE

NOW THE MOST COLORFUL NEWS IN KERN COUNTY IS IN FULL

COLOR!

OUR NEW FULL-COLOR PRESS TAKES A GIANT STEP INTO THE 21ST CENTURY.

The Bakersfield Californian's new Harrell-Fritts Publishing Center features the latest state-of-the-art TKS computerized full-color press. Its color standards and capability put us in a class by ourselves. Our advertisers benefit by being able to more accurately present their products and services in second-, third-, or full-color quality reproduction. Our readers benefit from a much more colorful and interesting presentation, both in news photographs and graphics, as well as advertisements. We invite you to tour our plant on your next visit to Bakersfield. Call Jan Hefner at (805) 395-7249 for tour arrangements, market information, rates, etc.

The Bakersfield Californian

We Read You.

Represented nationally by Story & Kelly-Smith, Inc.

You wouldn't run the Boston Marathon with one shoe!

And you can't cover Sacramento with one newspaper.

The Sacramento Union and the Sacramento Bee *together* achieve the highest household newspaper penetration of any major market in the Western States. The Bee alone reaches less than half of Sacramento's households.

Gain vital market penetration and reach a virtually unduplicated* quality audience. The Sacramento Union delivers 4 billion dollars in spendable income and surpasses market averages in household income, home ownership, college education and working women. Be a shoe-in for sales success. Let The Union work for you.

*Market Newspaper Penetration**

Daily Circulation

*Source: Audit Bureau of Circulation, FAS FAX: March 31, 1984

A Sacramento *Must* Buy.

The Sacramento Union

Represented nationally by **Landon & Associates**

N.Y. Office (212) 867-1112 L.A. Office (714) 635-7841

S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1983 POPULATION 12/31/83 Total Pop. (Thous.)	Total House-holds (Thous.)	EFFECTIVE BUYING INCOME Total EBI ($000)	RETAIL SALES BY STORE GROUP Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furnit./Furnish./Appl. ($000)	Automotive ($000)	Drug ($000)	% Hslds. Cov. Total Area
CA (cont.)										
SACRAMENTO (Sacramento) . . . **Over 50%:** Sacramento; **20 - 49%:** Amador, Colusa, El Dorado, Placer, Plumas, Sierra, Yolo.	1,276.5	501.5	13,756,716	7,190,844	1,860,680	983,325	275,443	974,671	330,533	58.0
SALINAS-SEASIDE-MONTEREY (Monterey) . . . **20 - 49%:** Monterey.	316.5	105.5	3,129,105	1,639,118	361,140	141,942	62,521	216,349	77,211	30.0
SAN DIEGO (San Diego) . . . **Over 50%:** San Diego.	2,036.1	749.3	22,696,449	10,860,056	2,402,614	1,764,900	516,732	1,502,977	312,227	53.2
SAN FRANCISCO (San Francisco, Marin, San Mateo) . . . **Over 50%:** Marin, San Francisco, San Mateo; **20 - 49%:** Alameda, Contra Costa, Sonoma.	3,689.8	1,479.9	48,062,069	22,637,303	5,415,967	2,888,608	1,070,493	2,903,635	990,348	40.0

'84 Sacramento-Stockton ADI MARKET HIGHLIGHT

"For Supermarketeers. . . Metro STOCKTON has the FASTEST FOOD SALES GROWTH rate. . . 1st. again for the 7th year in a row!!!"

TARGET FOR FASTER SALES PROFITS
San Francisco
Stockton

Metro Area	1983 Total Food Sales ($000)	'76-'83 FOOD SALES GROWTH INDEX	ADI RANK
STOCKTON	509,378	2.30	1
Sacramento	1,770,572	1.98	2
Modesto	390,003	1.71	3

"Target Metro Stockton with the Stockton Record, reaching over 141,000 adults with a 70% share of the newspaper market; maximum 'outside' daily (S.F. Chron.) newspaper cover-age less than 8%."

For more information dial (209) 943-6397, Bob West

Advertising Representatives: Gannett Media Sales

LATEST '84 REPORT

Source: 1984 S&MM Survey of Buying Power

S&MM's SURVEY OF NEWSPAPER MARKETS

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CA (cont.)										
SAN JOSE (Santa Clara) . . . **20 - 49%:** Santa Clara.	1,390.9	509.0	18,589,273	9,469,373	2,076,548	1,263,575	460,268	1,512,524	362,383	49.4
SAN LUIS OBISPO (San Luis Obispo) . . . **20 - 49%:** San Luis Obispo.	177.3	67.5	1,816,793	884,221	261,668	39,458	33,188	104,853	34,840	38.2
SANTA BARBARA-SANTA MARIA-LOMPOC (Santa Barbara) . . . **20 - 49%:** Santa Barbara.	316.4	118.4	3,746,229	1,882,357	407,568	177,749	90,704	211,897	69,653	39.5
SANTA CRUZ (Santa Cruz) . . . **20 - 49%:** Santa Cruz.	215.1	82.2	2,377,357	1,181,417	323,521	106,751	35,663	154,299	50,981	33.3
SANTA ROSA-PETALUMA (Sonoma) . . . **20 - 49%:** Sonoma.	335.0	131.3	3,815,856	1,936,225	515,703	203,637	83,815	225,325	77,898	47.5
STOCKTON (San Joaquin) . . . **20 - 49%:** San Joaquin.	379.2	138.6	3,594,049	1,854,511	509,378	220,563	76,830	274,805	91,303	37.1
COLORADO										
BOULDER-LONGMONT (Boulder) . . . **20 - 49%:** Boulder.	212.5	80.6	2,393,488	1,132,073	275,249	70,293	82,575	196,203	31,336	34.0
COLORADO SPRINGS (El Paso) . . . **Over 50%:** El Paso, Teller.	347.9	125.7	3,293,793	1,706,434	386,589	200,107	100,182	339,172	28,860	94.1

Survey of Industrial & Commercial Buying Power, published in April, provides data on 4-digit SIC industries, both manufacturing and nonmanufacturing, as well as ranking of leading counties for the more than 400 customer industries listed that buy goods and services from consumer and industrial establishments.

San Francisco has no city limits.

To cover Northern California's major metro areas, you need the major metro newspapers. And the San Francisco Newspapers cover California's prime markets more effectively than any others.

Our immediate metro market alone accounts for $21.2 billion in effective buying income. We reach 76% of all adults in Marin County, the county with California's highest median household EBI, and 73% of all adults in San Mateo County, with the state's fifth highest median household EBI. Add to that our 89% coverage of San Francisco.

And there's more. Our sales potential is not limited to these counties, because our coverage, like San Francisco's influence, extends across 10,000 square miles and the 10 prosperous counties of the San Francisco ADI. In the East Bay counties, our circulation is 7% higher than the Oakland Tribune's and 102% higher than the Contra Costa Times'. In San Mateo and Santa Clara Counties, our circulation is more than twice that of the Peninsula Times Tribune.

The Chronicle and The Examiner reach over 2 million readers throughout this extraordinary marketplace. Discover no-limit advertising with the dominant force in Northern California.

Represented nationally by
Sawyer-Ferguson-Walker

Sources: Scarborough San Francisco Report, 1984, average 5-issue reach; September 1983 ABC audits; Sales & Marketing Management 1984 Survey of Buying Power.

SAN FRANCISCO NEWSPAPER AGENCY

Agent of San Francisco Chronicle/San Francisco Examiner/San Francisco Sunday Examiner & Chronicle, 925 Mission Street, San Francisco, CA 94103

San Francisco Chronicle San Francisco Examiner Sunday Examiner & Chronicle

You've heard about the Gold . . .

DISCOVER THE GOLD MINE!

CONN.'S SECOND LARGEST MORNING NEWSPAPER.

Connecticut

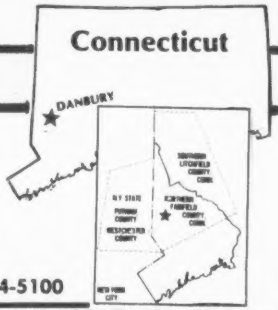
The News-Times

THE ONLY DAILY NEWSPAPER COVERING CONNECTICUT'S FASTEST GROWING MARKET

- **FASTEST GROWING** Daily and Sunday Newspaper in Fairfield County
- **FASTEST GROWING** SMSA in Fairfield County
- **HIGHEST TOTAL** Retail Sales and Food Sales in Fairfield County

The News-Times 333 MAIN ST., DANBURY, CONN. 06810 (203) 744-5100

Represented by Branham Newspaper Sales



S&MM's SURVEY OF NEWSPAPER MARKETS

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CO (cont.)										
DENVER (Denver) . . . **Over 50%:** Adams, Arapahoe, Denver, Douglas, Jefferson, Summit; **20 - 49%:** Alamosa, Archuleta, Boulder, Chaffee, Cheyenne, Clear Creek, Eagle, Gilpin, Grand, Gunnison, Hinsdale, Jackson, Kit Carson, Lake, Larimer, Lincoln, Logan, Mineral, Morgan, Phillips, Pitkin, Routt, San Juan, Sedgwick, Washington, Weld, Yuma; KAN.: Cheyenne.	2,315.3	893.5	26,230,265	12,771,429	3,141,492	1,453,488	659,291	2,319,945	259,363	58.8
GRAND JUNCTION (Mesa) . . . **Over 50%:** Mesa; **20 - 49%:** Delta, Garfield, Rio Blanco.	151.3	55.9	1,464,410	844,116	194,636	83,060	43,002	181,728	15,380	53.3
PUEBLO (Pueblo) . . . **Over 50%:** Pueblo; **20 - 49%:** Baca, Bent, Costilla, Crowley, Custer, Fremont, Huerfano, Kiowa Las Animas, Mineral, Otero, Prowers, Rio Grande, Saguache.	250.5	92.0	1,978,749	996,493	289,463	112,757	47,771	169,211	21,573	52.9
CONNECTICUT										
BRIDGEPORT-STAMFORD-NORWALK-DANBURY (Fairfield) . . . **Over 50%:** Fairfield.	811.4	286.6	11,776,723	5,578,364	1,158,476	593,170	290,098	689,681	145,662	50.2
HARTFORD-NEW BRITAIN-MIDDLETOWN-BRISTOL (Hartford) . . . **Over 50%:** Hartford, Tolland; **20 - 49%:** Middlesex.	1,054.8	382.7	12,805,491	6,351,073	1,401,924	777,933	257,126	849,826	217,708	72.2
NEW HAVEN-WATERBURY-MERIDEN (New Haven) . . . **Over 50%:** New Haven; **20 - 49%:** Litchfield.	927.5	337.4	10,750,097	5,095,786	1,209,339	654,018	215,184	652,010	153,953	65.0

New England's 2nd ADI

HARTFORD/NEW HAVEN ADI MEDIA FACTS

THE HARTFORD-NEW HAVEN ADI
NEW HAVEN PMA

FACT 1 You can't cover the Hartford/New Haven ADI without buying the New Haven Primary Market Area (PMA).

FACT 2 The New Haven PMA covers 31 cities and towns with 496,000 adults 18 +.

FACT 3 The Register and/or Journal-Courier reaches 50% of all adults in the PMA every day...and the Sunday Register reaches 68% of all adults.

New Haven Register **Journal-Courier**

Represented nationally by Sawyer-Ferguson-Walker Company

Source: New Haven CMS conducted by Belden Associates, 1983

NATION

Economic indicators steady

LOCAL

Support of education strong

BUSINESS

Tech corridor expands

Rocky Mountain News

126th year **Every Morning** Denver, Colorado

Where Denver turns for News...

The Rocky Mountain News broke ground Monday for a $14 million expansion of its offices in downtown Denver.

William W. Fletcher, general manager of the News, turned the first spade of earth during a formal groundbreaking in what is a parking lot next to the News building at 400 W. Colfax Ave.

"I know this is an exciting day for a lot of you," Fletcher told the audience of 125, most of them newspaper employees.

Ralph Looney, editor of the News, joined Fletcher to turn the second spadeful.

"I think it's significant that the Rocky Mountain News is breaking ground for its new building in its 125th year," Looney said.

The News, with the largest daily and Sunday circulation in Colorado and the Rocky Mountain West, has been located at the Colfax Avenue site since 1952.

The construction schedule calls for the 5-story building, plus one level of underground parking, to be completed in the fall of 1985, said John B. Rogers, chairman of RNL, Inc., the Denver architectural firm that designed the building.

After employees occupy the new business and editorial offices, the old plant will be remodeled and faced with Indiana limestone to match the addition, Rogers said. That phase of the project is to be completed by the spring of 1986.

As part of the remodeling, 20 feet will be
off the front of the existing building.
the News in line with the U.S.
City and County Building,
and extending the
Center, Rogers said.

"The real
is making
fabric

Design features of the buildi
a height of 100 feet on
include a covered
two-level lobb

Advertisers turn for results.

The Rocky Mountain News, where the quantity and quality of audience delivered, brings advertisers results!

#1 In Quantity: The News reaches more adults in one weekday issue than the Post reaches in five.

#1 In Quality: The News has more daily readers among college grads, professional/managerial occupations and households with incomes of $50,000 plus, than the Post.

Turn to the Rocky Mountain News for results now . . . call Paul Campbell, Manager, General Advertising—(303) 892-5304.

Source: Simmons 1982 National Study of Local Newspaper ratings: SMSA

A SCRIPPS-HOWARD NEWSPAPER REPRESENTED NATIONALLY BY: STORY & KELLY-SMITH, INC.

ATLANTA • BOSTON • CHICAGO • DALLAS • DETROIT • LOS ANGELES • NEW YORK • PHILADELPHIA • SAN FRANCISCO

S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1983									% Hslds. Cov. Total Area
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	Total Pop. (Thous.)	Total Households (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furnit./ Furnish./ Appl. ($000)	Automotive ($000)	Drug ($000)	
CT (cont.)										
NEW LONDON-NORWICH (New London) . . . **20 - 49%:** New London.	244.3	86.7	2,895,402	1,423,715	302,631	155,841	69,613	238,085	36,769	42.3
DELAWARE										
WILMINGTON (New Castle) . . . **Over 50%:** New Castle; **20 - 49%:** Sussex; MD.: Cecil.	567.1	200.8	6,020,357	2,832,090	658,620	391,589	124,967	447,015	101,657	55.8
DISTRICT OF COLUMBIA										
WASHINGTON (District of Columbia; MD.: Frederick, Montgomery, Prince George's; VA.: Fairfax) . . . **Over 50%:** D.C.: District of Columbia; MD.: Frederick, Montgomery, Prince George's; VA.: Arlington, Fairfax; **20 - 49%:** MD.: Calvert, Charles, Howard, St. Mary's; VA.: Fauquier, Loudoun, Prince William.	3,556.7	1,303.9	47,869,693	21,716,664	4,401,130	2,860,185	974,325	4,191,944	864,933	63.6
FLORIDA										
BRADENTON (Manatee) . . . **20 - 49%:** Manatee.	169.6	70.3	1,650,212	870,174	178,964	139,889	40,042	182,930	38,447	39.[illegible]
DAYTONA BEACH (Volusia) . . . **Over 50%:** Flagler, Volusia.	305.0	126.1	2,809,937	1,596,050	315,821	190,353	59,707	271,631	80,191	71.2
FORT LAUDERDALE-HOLLYWOOD-POMPANO BEACH (Broward) . . . **20 - 49%:** Broward.	1,121.0	463.4	13,188,329	7,310,323	1,200,252	832,419	396,577	1,877,737	264,349	39.1

Capture The Beautiful South Florida BUG

Around South Florida, the Fort Lauderdale News/Sun-Sentinel has been busy as a you know what. In the last four years, the circulation of the Sun-Sentinel grew an incredible 58 percent. Sunday, the News/Sun-Sentinel soared 29 percent in the same period.* All in Broward and Palm Beach County, tops in Florida in per capita effective buying income.

When you're up in the air about the best way to address the Big, Upscale, Growing South Florida market, call us. We'll really put a BUG in your ear.

Fort Lauderdale
News/Sun-Sentinel

General Advertising Division 305-761-4065

Represented nationally by C W O & O Metropolitan Sunday Newspapers, Inc. In Florida by Publishers Representatives of Florida In Canada by Canada Representatives International

* Audit Bureau of Circulations Publisher's Statement March 25 1984

S&MM's SURVEY OF NEWSPAPER MARKETS

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FL (cont.)											
FORT MYERS-CAPE CORAL (Lee) . . . **Over 50%:** Lee; **20 - 49%:** Charlotte.	314.8	131.1	3,193,028	1,780,552	352,820	203,388	105,198	348,998	59,627		50.7
FORT WALTON BEACH (Okaloosa) . . . **Over 50%:** Okaloosa.	117.2	41.4	1,128,800	634,172	113,902	102,677	33,198	113,562	12,412		58.1
GAINESVILLE (Alachua) . . . **Over 50%:** Alachua; **20 - 49%:** Bradford, Dixie, Gilchrist, Levy, Union.	237.9	84.4	1,958,466	1,076,148	243,094	122,520	55,014	194,220	47,360		51.0
JACKSONVILLE (Duval) . . . **Over 50%:** Clay, Duval; **20 - 49%:** Baker, Nassau, St. Johns; GA.: Camden, Charlton.	802.0	292.9	7,615,579	4,238,717	790,691	484,190	162,071	972,026	147,143		61.4
LAKELAND-WINTER HAVEN (Polk) . . . **20 - 49%:** Polk.	351.1	126.8	2,957,052	1,674,323	360,743	184,693	62,245	344,829	58,462		45.9
MELBOURNE-TITUSVILLE-PALM BAY (Brevard) . . . **Over 50%:** Brevard.	300.7	119.5	2,870,045	1,503,966	312,796	210,128	57,879	283,445	61,995		56.7
MIAMI-HIALEAH (Dade) . . . **20 - 49%:** Broward, Dade, Monroe.	2,951.9	1,138.2	31,294,343	17,477,374	3,186,187	2,152,165	1,110,470	3,715,873	665,561		36.4
NAPLES (Collier) . . . **Over 50%:** Collier.	106.1	43.1	1,152,365	780,516	152,348	74,829	59,761	156,832	16,373		55.1
OCALA (Marion) . . . **Over 50%:** Marion.	145.3	55.1	1,107,773	675,883	153,382	70,296	21,568	100,320	21,171		57.8
ORLANDO (Orange) . . . **Over 50%:** Orange, Osceola, Seminole; **20 - 49%:** Lake, Sumter.	951.0	351.8	8,955,727	5,295,578	1,092,899	615,555	210,386	1,127,790	143,679		53.6
PANAMA CITY (Bay) . . . **Over 50%:** Bay; **20 - 49%:** Gulf.	115.6	42.2	827,339	686,653	105,484	99,086	43,529	166,218	16,017		64.2
PENSACOLA (Escambia) . . . **Over 50%:** Escambia; **20 - 49%:** Santa Rosa.	306.5	108.5	2,879,577	1,560,331	305,448	252,289	58,734	373,235	43,309		52.9
SARASOTA (Sarasota) . . . **Over 50%:** Sarasota; **20 - 49%:** Manatee.	403.1	174.1	4,232,588	2,408,327	497,417	289,065	187,016	450,112	90,202		49.5
TALLAHASSEE (Leon) . . . **Over 50%:** Leon; **20 - 49%:** Franklin, Gadsden, Jefferson, Liberty, Madison, Taylor, Wakulla.	273.4	96.7	2,267,523	1,232,789	274,333	143,445	51,901	222,397	35,232		47.9
TAMPA-ST. PETERSBURG-CLEARWATER (Hillsborough, Pinellas) . . . **Over 50%:** Hernando, Hillsborough, Pasco, Pinellas; **20 - 49%:** Citrus, Hardee, Highlands.	1,931.4	790.4	18,960,898	10,139,978	2,370,038	1,338,442	408,9[illegible]	1,923,014	312,017		65.1
WEST PALM BEACH-BOCA RATON-DELRAY BEACH (Palm Beach) . . . **20 - 49%:** Okeechobee, Palm Beach.	688.4	284.6	8,455,910	4,148,067	793,301	578,087	243,994	860,278	137,538		40.7

Survey of Selling Costs, published in February, includes detailed information on the basic selling costs of the leading metropolitan markets in the U.S. and Canada, plus data on such marketing-related expenses as sales incentives, sales training, sales meetings, car rentals, and salespeople's compensation.

Make Your Splash in Tampa Bay

When you advertise to prospects in the lucrative Tampa Bay Market, your sales plans may run aground if you neglect The Tampa Tribune in your Media Buys. Consider carefully these facts reported in the latest 1983 Scarborough Newspaper Audience Study of the Tampa-St. Petersburg ADI:

- The Tampa Tribune reaches 23% more adults 25-54 years than the other major daily newspaper combination.
- The Tampa Tribune reaches 19% more adults in the households with $35,000 or more income than the other major daily newspaper combination.
- The Tampa Tribune reaches 38% more adults in top level occupations than the other major daily newspaper combination.
- The Tampa Tribune reaches 16% more adults who take frequent airline trips (three or more per year) than the other major daily newspaper combination.
- The Tampa Tribune reaches 89% more adults with high food expenditures ($150 plus per week) than the other major daily newspaper combination.

Remember, it's prospects not people that make or break any marketing plan. And according to Scarborough Research, the best sales prospect in the Tampa-St. Petersburg ADI read The Tampa Tribune.

Make your splash in the Tampa Bay Market with 583,000 weekday and 656,000 Sunday readers of

THE TAMPA TRIBUNE

Contact: Joe Gess
General Advertising Manager
P.O. Box 191, Tampa, Fl. 33601-4005
(813) 272-7447

Q The Quality Buy

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	Total Pop. (Thous.)	Total House-holds (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchan-dise ($000)	Furnit./Furnish./Appl. ($000)	Auto-motive ($000)	Drug ($000)	
GEORGIA										
ALBANY (Dougherty) . . . **Over 50%:** Calhoun, Dougherty; **20 - 49%:** Clay, Miller, Mitchell, Randolph, Terrell, Worth.	182.0	59.7	1,285,462	708,774	150,620	83,353	37,190	170,849	26,823	50.3
ATLANTA (Fulton, Cobb) . . . **Over 50%:** Cobb, Fulton; **20 - 49%:** Butts, Cherokee, Clayton, Coweta, De Kalb, Douglas, Fayette, Gwinnett, Henry, Newton, Rockdale, Towns.	2,156.5	784.6	23,119,858	11,865,795	2,358,724	1,853,371	360,982	2,451,756	352,318	44.7
AUGUSTA (Richmond) . . . **Over 50%:** Richmond; **20 - 49%:** Burke, Columbia, Glascock, Jefferson, Jenkins, Lincoln, McDuffie, Warren; S.C.: Aiken, Edgefield.	447.1	152.8	3,651,277	1,860,558	423,801	223,783	81,914	395,867	59,927	48.7
COLUMBUS (Muscogee) . . . **Over 50%:** Chattahoochee, Muscogee; **20 - 49%:** ALA.: Russell; GA.: Harris, Marion, Stewart, Talbot, Webster.	273.8	91.3	2,059,543	1,136,128	225,787	160,823	48,414	268,578	36,065	54.6
MACON-WARNER ROBINS (Bibb) . . . **Over 50%:** Bibb; **20 - 49%:** Baldwin, Bleckley, Crawford, Houston, Jones, Macon, Monroe, Peach, Pulaski, Putnam, Taylor, Telfair, Twiggs, Wilkinson.	417.0	141.5	3,530,519	1,788,693	412,112	197,415	58,252	397,104	54,138	43.7
SAVANNAH (Chatham) . . . **Over 50%:** Chatham; **20 - 49%:** Bryan, Candler, Effingham, Evans, Liberty, Screven, Tattnall, Wayne; S.C.: Jasper.	371.2	125.0	2,887,017	1,608,370	331,329	144,254	93,456	307,529	55,925	51.0

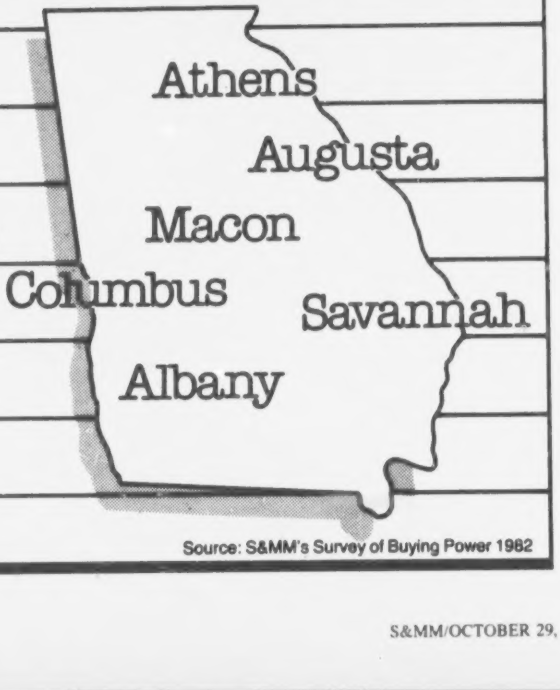
The Georgia Group

- Albany Herald
- Athens Banner-Herald/Daily News
- Augusta Chronicle-Herald
- Columbus Ledger-Enquirer
- Macon Telegraph & News
- Savannah News-Press

One convenient group buy gives you:

- 1,347,400 Population
- 468,100 Households
- $10,419,348,000 Effective Buying Income
- $6,053,182,000 Retail Sales
- $1,274,841,000 Food Sales

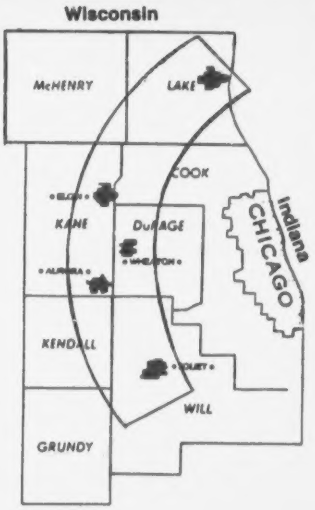
Represented Nationally By:
Branham Newspaper Sales
Knight Ridder Newspaper Sales



Source: S&MM's Survey of Buying Power 1982

S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1983									% Hslds. Cov. Total Area
	POPULATION 12/31/83		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
	Total Pop. (Thous.)	Total Households (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furnit./Furnish./Appl. ($000)	Automotive ($000)	Drug ($000)	
HAWAII										
HONOLULU (Honolulu) . . . **Over 50%:** Honolulu; **20 - 49%:** Kauai, Maui.	929.9	292.6	9,665,602	4,919,961	1,024,618	924,948	104,742	491,977	285,471	65.3
IDAHO										
BOISE (Ada) . . . **Over 50%:** Ada; **20 - 49%:** Adams, Boise, Elmore, Gem, Owyhee, Payette, Valley, Washington.	272.6	99.5	2,443,241	1,486,744	356,156	137,754	93,540	288,316	26,120	47.3
IDAHO FALLS (Bonneville) . . . **Over 50%:** Bonneville; **20 - 49%:** Butte, Clark, Custer, Fremont, Jefferson, Madison, Teton.	129.4	40.4	973,142	694,254	153,205	80,662	50,670	117,969	14,427	54.8
ILLINOIS										
ALTON-GRANITE CITY (Madison) . . . **20 - 49%:** Calhoun, Jersey, Madison.	273.2	101.8	2,500,244	1,308,899	345,190	123,386	44,072	267,810	41,766	31.9
AURORA-ELGIN (Kane) . . . **Over 50%:** Kane; **20 - 49%:** Kendall.	329.6	115.4	3,733,705	1,833,070	364,424	321,091	83,898	267,462	44,326	52.5
BLOOMINGTON-NORMAL (McLean) . . . **Over 50%:** McLean; **20 - 49%:** De Witt, Ford, Livingston, Logan, Woodford.	265.8	96.8	2,745,619	1,302,717	299,697	120,951	50,121	239,994	36,708	50.0
CARBONDALE (Jackson) . . . **20 - 49%:** Franklin, Jackson, Perry, Union, Williamson.	208.5	82.3	1,725,676	1,009,633	258,988	120,986	40,077	170,347	33,286	31.1
CHAMPAIGN-URBANA-RANTOUL (Champaign) . . . **Over 50%:** Champaign; **20 - 49%:** Douglas, Ford, Piatt.	220.7	80.8	2,119,183	1,159,115	258,357	132,723	52,773	158,292	36,041	54.4



gcn Greater Chicago Newspapers

REACHING CHICAGO'S "OUTER LOOP" . . . truly a "market apart" NOT represented by The Chicago Tribune or the Chicago Sun-Times!

In the Chicago market, Greater Chicago Newspapers have always been a "market apart," reaching households NOT reached by the Chicago Tribune and the Chicago Sun-Times.

Northern Illinois Copley Newspapers now reach over 167,000 households in affluent Lake, Kane, Will, Kendall and Grundy counties. These same counties have an average EBI of $30,991 and represent some of the strongest buying power in the nation.

For example, in recent data ranking household buying power in 315 metropolitan areas, Lake County, IL was ranked 5th, Will and Grundy counties were ranked 12th and Kane and Kendall counties, 17th!

To complete your Chicago buy, you need the "market apart." A GCN buy is ideal for upscale marketers.

* Source: Sales & Marketing Management's 1984 Survey of Buying Power.

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★ SAU Price Structure

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THE HERALD-NEWS Joliet
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THE TRIBUNE
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Chicago Tribune
L.M.

4,068,200 men and women read the Chicago Tribune weekly and on Sunday.

That, in fact, is almost 74 percent of all adults in Chicago.

292,000 make over $50,000 a year.
972,500 make over $35,000 a year.
1,470,300 make over $20,000 a year.

They buy more new automobiles, new homes, small appliances, soda pop and more of everything.

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And even more important, your ad will run in a newspaper recognized as one of the top five in the country.

It's a stimulating environment for your products.

So it's no wonder that the Chicago Tribune reader spends an average of 45 minutes a day reading it.

And it's no wonder, considering their incomes, that they can afford to buy what's in it.

Chicago Tribune
IT MEANS BUSINESS.

S&MM's SURVEY OF NEWSPAPER MARKETS

	S&MM ESTIMATES 1983									
	POPULATION 12/31/83		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	Total Pop. (Thous.)	Total House-holds (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furnit./ Furnish./ Appl. ($000)	Automotive ($000)	Drug ($000)	% Hslds. Cov. Total Area
IL (cont.)										
CHICAGO (Cook) . . . **Over 50%:** Cook; **20 - 49%:** Du Page, Kane, Lake, McHenry, Will.	7,134.2	2,581.0	80,565,325	36,342,096	7,628,222	4,700,762	1,652,301	5,382,022	1,619,288	51.4
DANVILLE (Vermilion) . . . **Over 50%:** Vermilion; **20 - 49%:** IND.: Fountain, Warren.	122.0	46.2	1,072,107	507,063	129,605	54,179	20,988	83,477	22,028	55.9
DAVENPORT-ROCK ISLAND-MOLINE (IA.: Scott; ILL.: Rock Island) . . . **Over 50%:** ILL.: Rock Island; IA.: Scott; **20 - 49%:** ILL.: Henry; IA.: Clinton.	445.4	167.3	4,909,287	2,337,845	477,093	363,171	97,409	411,521	90,379	54.4
EAST ST. LOUIS-BELLEVILLE (St. Clair) . . . **70 - 49%:** St. Clair.	262.4	93.6	2,324.269	1,189,361	255,541	264,601	47,046	172,135	35,167	38.0
JOLIET (Will) . . . **20 - 49%:** Grundy, Will.	381.5	125.3	4,035,779	1,242,373	308,725	132,149	45,986	222,937	57,046	36.7
KANKAKEE (Kankakee) . . . **Over 50%:** Kankakee; **20 - 49%:** Iroquois.	137.3	49.8	1,269,898	607,582	137,907	66,650	25,457	113,912	28,673	58.1
LAKE COUNTY (Lake) . . . **20 - 49%:** Lake.	467.1	154.1	6,152,657	2,374,692	508,488	312,939	124,693	470,108	98,063	26.6
PEORIA (Peoria) . . . **Over 50%:** Peoria; **20 - 49%:** Fulton, Marshall, Stark, Tazewell, Woodford.	436.9	163.1	4,828,043	2,141,535	482,020	316,115	98,081	376,375	61,041	54.9
QUINCY (Adams) . . . **Over 50%:** Adams; **20 - 49%:** Brown, Hancock, Pike; MO.: Knox, Lewis, Scotland.	141.5	54.7	1,147,614	552,997	137,306	51,990	26,567	98,723	19,650	49.0
ROCKFORD (Winnebago) . . . **Over 50%:** Winnebago; **20 - 49%:** Boone, Ogle.	328.6	122.1	3,505,975	1,440,925	331.703	238,158	73,470	210,599	53,004	51.6
SPRINGFIELD (Sangamon) . . . **Over 50%:** Menard, Sangamon; **20 - 49%:** Cass, Christian, Macoupin.	296.4	117.8	2,973,080	1,509,002	379,551	208,209	61,031	213,781	65,191	53.2
INDIANA										
ANDERSON (Madison) . . . **Over 50%:** Madison.	137.3	49.9	1,195,494	605,793	145,830	89,029	20,976	115,202	32,686	69.6
BLOOMINGTON (Monroe) . . . **Over 50%:** Monroe; **20 - 49%:** Owen.	118.3	41.8	974,460	444,564	102,376	54,918	18,865	58,258	22,233	56.7
ELKHART-GOSHEN (Elkhart) . . . **Over 50%:** Elkhart.	139.7	49.5	1,280,527	814,981	188,573	89,064	26,388	191,109	48,291	53.6
EVANSVILLE (Vanderburgh) . . . **Over 50%:** Posey, Vanderburgh, Warrick; **20 - 49%:** ILL.: Gallatin, Wabash, White; IND.: Gibson, Perry. Pike, Spencer; KY.: Union.	385.9	142.5	3,656,520	1,837,646	409,101	208,103	83,954	307,106	70,418	63.2
FORT WAYNE (Allen) . . . **Over 50%:** Allen, Whitley; **20 - 49%:** Adams, De Kalb, Huntington, Noble, Steuben, Wells.	508.4	179.8	4,591,750	2,471,263	525,756	327,935	96,685	434,503	97,549	61.6

"South Bend still on our Middle America list of recommended test markets."

Ira Weinblatt, Senior Vice President, Dancer Fitzgerald Sample, Inc. and editor of DFS' newly revised "Guide To Test Marketing"

"We dropped 17 cities from our list of recommended test markets, added 18, but still name South Bend among the 8 cities we consider the most 'average of the average' – a sort of Middle America honor roll of test markets," according to Ira Weinblatt.

See proof for yourself that South Bend is an ideal test market for your product or service, too. Write for your copy of the *South Bend Tribune's* 1983/84 Market Data book. Or better yet, pick up the phone and call for your free copy now!

South Bend Tribune

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Represented Nationally by Cresmer, Woodward, O'Mara & Ormsbee, Inc.

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The results of the 1983 Scarborough nationally syndicated Newspaper Study confirm the findings of the latest Chicago SMRB. The Sun-Times is dollar for dollar the No. 1 advertising vehicle in the Chicago ADI.

Daily Sun-Times readers	
Adults	2,191,900
Men	1,103,300
Women	1,088,600
Adults 18-34	952,000
Adults 35-49	558,300
Principal Food Shoppers	1,268,300
Chief Wage Earners	1,305,200
Working Women	619,200

Want more information on the Sun-Times audience for your advertising?

Call Dan O'Day at 321-2325

Sun-Times
The Bright One

Source: SMRB/Chicago, 1983

S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1983										% Hslds. Cov. Total Area
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IN (cont.)											
GARY-HAMMOND (Lake) . . . **Over 50%:** Lake; **20 - 49%:** Jasper, Porter.	664.2	223.4	6,028,683	3,185,883	831,126	336,364	115,903	471,268	150,178		60.9
INDIANAPOLIS (Marion) . . . **Over 50%:** Hamilton, Hancock, Hendricks, Johnson, Marion; **20 - 49%:** Boone, Morgan, Putnam, Rush, Shelby.	1,228.9	444.6	12,105,995	6,755,737	1,413,381	891,953	248,179	1,078,565	285,347		68.4
KOKOMO (Howard) . . . **Over 50%:** Howard; **20 - 49%:** Tipton.	102.8	37.5	977,065	537,437	123,553	82,998	21,046	93,553	26,325		68.0
LAFAYETTE (Tippecanoe) . . . **Over 50%:** Benton, Tippecanoe; **20 - 49%:** Carroll, Warren, White.	186.5	65.0	1,683,272	789,554	182,343	130,049	35,697	118,458	39,650		49.1
MUNCIE (Delaware) . . . **Over 50%:** Delaware; **20 - 49%:** Blackford, Jay, Randolph.	192.5	68.1	1,572,703	849,972	196,583	84,360	33,685	176,732	46,905		65.4
SOUTH BEND-MISHAWAKA (St. Joseph) . . . **Over 50%:** St. Joseph; **20 - 49%:** Marshall, Starke; MICH.: Cass.	349.0	125.8	3,180,818	1,614,302	377,486	191,058	61,400	291,338	74,605		62.6
TERRE HAUTE (Vigo) . . . **Over 50%:** Vigo; **20 - 49%:** ILL.: Clark; IND.: Clay, Parke, Sullivan, Vermillion.	208.7	77.0	1,737,829	1,164,256	210,226	130,334	32,067	165,381	44,422		44.3
IOWA											
CEDAR RAPIDS (Linn) . . . **Over 50%:** Linn; **20 - 49%:** Benton, Cedar, Delaware, Iowa, Jones.	269.0	101.5	2,784,036	1,267,878	280,923	181,642	49,347	220,306	42,334		57.4
DAVENPORT-ROCK ISLAND-MOLINE (Scott; ILL.: Rock Island) . . . **Over 50%:** ILL.: Rock Island; IA.: Scott; **20 - 49%:** ILL.: Henry; IA.: Clinton.	445.4	167.3	4,909,287	2,337,845	477,093	363,171	97,409	411,521	90,379		54.4
DES MOINES (Polk) . . . **Over 50%:** Polk; **20 - 49%:** Adair, Audubon, Boone, Buena Vista, Calhoun, Carroll, Clarke, Clay, Dallas, Decatur, Dickinson, Emmet, Floyd, Franklin, Greene, Guthrie, Hamilton, Hancock, Hardin, Henry, Humboldt, Jasper, Johnson, Keokuk, Kossuth, Lucas, Madison, Mahaska, Marion, Marshall, Mitchell, Palo Alto, Pocahontas, Poweshiek, Ringgold, Sac, Story, Taylor, Union, Warren, Washington, Wayne, Winnebago, Wright.	1,188.8	458.1	11,797,290	6,041,129	1,422,386	627,404	222,261	1,123,201	161,539		36.9
DUBUQUE (Dubuque) . . . **Over 50%:** Dubuque; **20 - 49%:** ILL.: Jo Daviess; WIS.: Grant.	170.0	58.2	1,422,622	752,820	167,612	103,930	34,172	127,699	23,834		50.8
SIOUX CITY (Woodbury) . . . **Over 50%:** Woodbury; NEB.: Dakota; **20 - 49%:** IA.: Cherokee, Ida, Monona, O'Brien, Plymouth, Sioux; NEB.: Dixon, Thurston; S.D.: Union.	253.7	93.7	2,179,607	1,167,294	298,972	113,158	46,259	212,087	37,812		53.5
WATERLOO-CEDAR FALLS (Black Hawk) . . . **Over 50%:** Black Hawk, **20 - 49%:** Bremer, Buchanan, Butler, Chickasaw, Grundy, Howard.	246.0	89.8	2,418,731	1,128,622	258,666	119,352	44,690	204,747	32,572		51.9
KANSAS											
HUTCHINSON (Reno) . . . **Over 50%:** Edwards, Reno; **20 - 49%:** Clark, Comanche, Gray, Greeley, Hamilton, Hodgeman, Kingman, Kiowa, Lane, McPherson, Meade, Ness, Pawnee, Pratt, Rice, Rush, Scott, Stafford, Stanton, Wichita.	192.9	74.8	1,813,513	803,503	209,583	64,573	29,724	148,432	23,572		44.7
KANSAS CITY (MO.: Jackson) . . . **Over 50%:** KAN.: Johnson, Wyandotte; MO.: Cass, Clay, Jackson, Lafayette, Platte; **20 - 49%:** KAN.: Anderson, Douglas, Leavenworth, Linn, Miami; MO.: Bates, Caldwell, Carroll, Clinton, Henry, Johnson, Ray, Saline.	1,678.4	632.5	17,698,682	9,517,321	2,001,941	1,452,759	313,656	1,934,963	251,247		76.8
SALINA (Saline) . . . **Over 50%:** Ottawa, Saline; **20 - 49%:** Cloud, Dickinson, Ellsworth, Jewell, Lincoln, Mitchell, Osborne, Republic, Russell, Smith.	140.4	56.4	1,227,587	605,147	143,394	52,006	24,114	133,968	12,062		44.8
TOPEKA (Shawnee) . . . **Over 50%:** Shawnee; **20 - 49%:** Jackson, Jefferson, Marshall, Nemaha, Osage, Pottawatomie, Wabaunsee, Washington.	256.2	98.9	2,672,340	1,135,511	281,320	126,030	41,350	224,878	41,766		56.0
WICHITA (Sedgwick) . . . **Over 50%:** Sedgwick; **20 - 49%:** Barber, Butler, Comanche, Greenwood, Harper, Harvey, Kingman, Marion, Sumner, Woodson.	535.1	206.3	6,078,898	2,761,793	536,630	376,551	105,306	551,347	61,902		48.7

S&MM's SURVEY OF NEWSPAPER MARKETS

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KENTUCKY										
LEXINGTON-FAYETTE (Fayette) . . . **Over 50%:** Fayette; **20 - 49%:** Anderson, Bourbon, Clark, Franklin, Garrard, Harrison, Jessamine, Madison, Mercer, Montgomery, Nicholas, Scott, Woodford.	515.3	190.6	4,681,184	2,799,760	712,787	384,381	109,755	387,743	89,465	42.3
LOUISVILLE (Jefferson) . . . **Over 50%:** Jefferson, Oldham; **20 - 49%:** IND.: Clark, Crawford, Floyd, Harrison, Scott; KY.: Bullitt, Hardin, Henry, Larue, Marion, Nelson, Shelby, Spencer, Taylor, Washington.	1,195.6	432.3	11,020,061	5,926,075	1,560,817	785,188	277,289	884,138	221,515	61.1
OWENSBORO (Daviess) . . . **Over 50%:** Daviess, McLean; **20 - 49%:** Hancock, Muhlenberg, Ohio.	161.0	58.4	1,361,864	793,725	223,029	93,382	36,511	148,154	25,008	55.5
PADUCAH (McCracken) . . . **Over 50%:** McCracken; **20 - 49%:** ILL.: Massac; KY.: Ballard, Carlisle, Livingston, Lyon, Marshall.	133.7	52.7	1,189,027	711,331	156,236	98,939	27,672	121,897	32,756	49.0
LOUISIANA										
ALEXANDRIA (Rapides) . . . **Over 50%:** Rapides; **20 - 49%:** Avoyelles, Grant, La Salle.	221.5	77.2	1,688,757	825,923	225,026	126,383	30,117	162,614	28,873	44.7
BATON ROUGE (East Baton Rouge) . . . **Over 50%:** East Baton Rouge; **20 - 49%:** Ascension, East Feliciana, Iberville, Livingston, Pointe Coupee, West Baton Rouge, West Feliciana.	635.0	215.0	6,020,093	2,819,309	745,099	496,622	117,908	501,578	83,347	46.7
LAFAYETTE (Lafayette) . . . **20 - 49%:** Lafayette.	169.2	60.5	1,849,733	1,057,272	215,056	167,964	55,024	191,826	22,110	41.6
LAKE CHARLES (Calcasieu) . . . **Over 50%:** Calcasieu, Cameron; **20 - 49%:** Beauregard, Jefferson Davis.	253.4	87.5	2,283,866	1,203,671	367,289	122,703	50,147	239,361	32,038	45.7
MONROE (Ouachita) . . . **20 - 49%:** Ouachita, Richland, Tensas, Union, West Carroll.	212.7	74.5	1,549,533	901,398	213,228	132,785	38,799	194,571	23,899	39.6
NEW ORLEANS (Orleans) . . . **Over 50%:** Jefferson, Orleans; **20 - 49%:** Plaquemines, St. Bernard, St. Charles, St. John the Baptist, St. Tammany.	1,357.3	495.5	12,929,272	6,443,186	1,827,210	806,887	307,502	940,417	194,417	50.0
SHREVEPORT (Caddo) . . . **Over 50%:** Bossier, Caddo; **20 - 49%:** Bienville, Claiborne, De Soto, Red River, Webster.	467.4	171.0	4,201,834	2,026,684	474,114	280,633	90,591	433,121	41,534	54.1
MAINE										
BANGOR (Penobscot) . . . **Over 50%:** Hancock, Penobscot, Piscataquis, Washington; **20 - 49%:** Aroostook, Knox, Waldo.	387.0	136.9	2,919,583	2,161,153	547,251	231,515	91,508	343,108	76,998	54.5
LEWISTON-AUBURN (Androscoggin) . . . **Over 50%:** Androscoggin; **20 - 49%:** Franklin, Oxford.	178.8	65.4	1,463,281	937,466	224,147	109,526	24,009	158,996	28,247	68.0
PORTLAND (Cumberland) . . . **Over 50%:** Cumberland; **20 - 49%:** Lincoln, Sagadahoc, York.	429.4	159.6	3,960,074	2,808,040	557,238	297,920	87,302	396,207	90,111	52.1
WATERVILLE (Kennebec) . . . **Over 50%:** Somerset; **20 - 49%:** Franklin, Kennebec.	187.6	67.6	1,529,274	995,040	234,707	108,631	35,654	164,032	34,240	35.7

LEXINGTON
KENTUCKY
. . . RANKED 35th
NATIONWIDE IN RETAIL
SALES PER HOUSEHOLD

In one of the nation's most lucrative marketplaces, the *Lexington Herald-Leader* has put it all together . . . everything you want in a simple, comprehensive package: growth market, upscale demographics, wide circulation, maximum penetration, weekend and weekday TMC options and low cost. Let us help you put it all together in one of the South's major upscale markets.

	1978	1983	Growth
Population	305,400	328,800	+ 8%
EBI	$1.97 billion	$3.18 billion	+ 62%
EBI/HH	$18,983	$25,751	+ 36%
Retail Sales	$1.2 billion	$1.99 billion	+ 63%
RS/HH	$11,781	$16,140	+ 37%

Sources: 1979, 1983, 1984 Survey of Buying Power

S&MM's SURVEY OF NEWSPAPER MARKETS

	S&MM ESTIMATES 1983									
	POPULATION 12/31/83		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						% Hslds. Cov. Total Area
STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	Total Pop. (Thous.)	Total Households (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furnit./ Furnish./ Appl. ($000)	Automotive ($000)	Drug ($000)	
MARYLAND										
BALTIMORE (Baltimore, Anne Arundel) . . . **Over 50%:** Anne Arundel, Baltimore; **20 - 49%:** Harford, Howard, Queen Anne's, Worcester.	2,175.4	777.7	22,078,035	10,802,255	2,571,861	1,280,005	422,021	2,017,098	320,489	60.2
CUMBERLAND (Allegany) . . . **Over 50%:** Allegany; **20 - 49%:** Garrett; W.VA.: Mineral.	134.1	48.4	1,049,405	546,973	136,897	65,844	24,039	105,327	23,960	62.6
HAGERSTOWN (Washington) . . . **Over 50%:** Washington.	114.6	41.0	945,648	625,960	115,928	81,640	21,835	91,742	20,030	77.0
SALISBURY (Wicomico) . . . **Over 50%:** Wicomico; **20 - 49%:** Somerset, Worcester.	120.5	43.9	961,545	757,580	182,721	71,987	27.811	145,129	20,632	50.2
WASHINGTON (D.C.: District of Columbia; MD.: Frederick, Montgomery, Prince George's; VA.: Fairfax) . . . **Over 50%:** D.C.: District of Columbia; MD.: Frederick, Montgomery, Prince George's; VA.: Arlington, Fairfax; **20 - 49%:** MD.: Calvert, Charles, Howard, St. Mary's; VA.: Fauquier, Loudoun, Prince William.	3,556.7	1,303.9	47,869,693	21,716,664	4,401,130	2,860,185	974,325	4,191,944	864,933	63.6
MASSACHUSETTS										
BOSTON-LAWRENCE-SALEM-LOWELL-BROCKTON (Suffolk, Middlesex, Plymouth, Essex, Norfolk) . . . **Over 50%:** Essex, Middlesex, Norfolk, Plymouth, Suffolk; **20 - 49%:** Barnstable, Dukes, Nantucket; N.H.: Rockingham.	4,044.3	1,484.3	45,729,357	25,208,847	5,762,960	3,023,860	996,475	3,007,095	800,079	67.0
HYANNIS (Barnstable) . . . **Over 50%:** Barnstable.	169.2	68.3	1,769,432	1,367,473	335,016	117,507	51,225	107,058	34,704	54.5
NEW BEDFORD-FALL RIVER-ATTLEBORO (Bristol) . . . **20 - 49%:** Bristol.	485.9	174.5	4,316,634	2,568,384	629,758	367,232	136,211	332,852	75,330	43.3
PITTSFIELD (Berkshire) . . . **Over 50%:** Berkshire.	142.5	53.7	1,471,109	981,415	265,568	117,802	41,584	104,437	24,417	56.6
SPRINGFIELD (Hampden) . . . **Over 50%:** Hampden; **20 - 49%:** Hampshire.	581.3	208.4	5,429,800	3,444,731	962,206	341,391	117,539	434,440	102,940	76.3
WORCESTER-FITCHBURG-LEOMINSTER (Worcester) . . . **Over 50%:** Worcester.	650.9	234.2	6,421,806	3,616,574	823,881	487,970	187,078	470,133	122,714	57.8

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**Source: ABC Audit Report 12/31/83; NENA Linage Report 12/31/83*

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The Survey of Buying Power, 1983.

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Morning, Evening, and Sunday

Source: Simmons 1982 National Study of Local Newspaper Ratings.
For the whole story, contact our National Representatives, CWO&O.

S&MM's SURVEY OF NEWSPAPER MARKETS

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MICHIGAN										
ANN ARBOR (Washtenaw) . . . **20 - 49%:** Washtenaw.	268.7	95.7	2,986,140	1,427,571	207,213	290,314	76,377	237,878	57,366	46.1
BATTLE CREEK (Calhoun) . . . **Over 50%:** Calhoun.	135.9	49.9	1,340,195	579,580	97,390	127,403	26,285	78,815	25,283	52.1
BENTON HARBOR (Berrien) . . . **Over 50%:** Berrien; **20 - 49%:** Van Buren.	234.9	84.3	2,161,928	972,042	254,975	99,258	74,765	149,843	38,152	41.6
DETROIT (Wayne, Macomb, Monroe, Oakland, St. Clair) . . . **Over 50%:** Macomb, Monroe, Oakland, St. Clair, Wayne; **20 - 49%:** Antrim, Cheboygan, Chippewa, Clare, Crawford, Emmet, Ingham, Iosco, Lapeer, Livingston, Luce, Mackinac, Montmorency, Otsego, Presque Isle, Roscommon, Sanilac, Washtenaw.	5,155.6	1,839.4	53,853,745	26,862,514	6,099,815	3,506,292	1,153,558	4,953,052	1,215,185	73.5
FLINT (Genesee) . . . **Over 50%:** Genesee.	437.8	155.3	4,447,675	2,620,466	504,458	518,970	124,307	583,767	103,776	65.0
GRAND RAPIDS (Kent) . . . **Over 50%:** Kent; **20 - 49%:** Ottawa.	610.4	214.6	6,177,525	3,028,271	408,223	733,465	153,662	467,150	71,534	54.0
JACKSON (Jackson) . . . **Over 50%:** Jackson.	150.0	51.4	1,439,980	618,592	95,341	172,064	23,488	82,040	15,325	67.3
KALAMAZOO (Kalamazoo) . . . **Over 50%:** Kalamazoo; **20 - 49%:** Van Buren.	281.6	101.2	2,910,684	1,407,508	251,885	350,057	65,335	208,036	31,528	53.6
LANSING-EAST LANSING (Ingham) . . . **Over 50%:** Ingham; **20 - 49%:** Clinton, Eaton.	421.1	145.6	4,401,794	2,096,965	388,231	400,894	91,251	371,538	45,996	45.1
MUSKEGON (Muskegon) . . . **Over 50%:** Muskegon; **20 - 49%:** Oceana.	176.2	62.0	1,543,880	655,704	127,141	167,770	23,909	96,955	21,557	65.3
SAGINAW-BAY CITY-MIDLAND (Saginaw, Bay) . . . **Over 50%:** Bay, Saginaw; **20 - 49%:** Arenac, Ogemaw, Tuscola.	431.2	147.9	3,832,208	2,070,692	476,494	310,597	81,782	341,696	68,982	58.6

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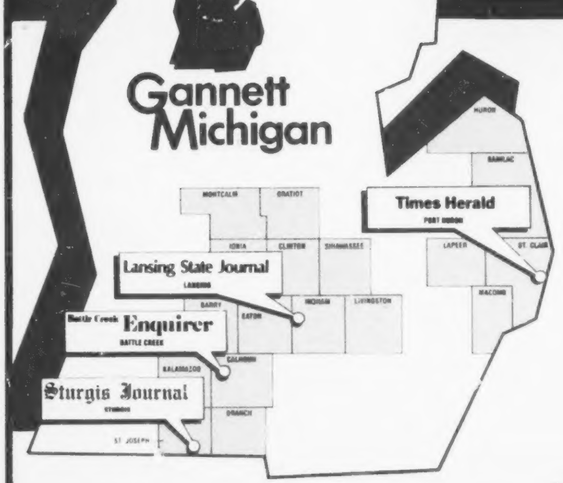

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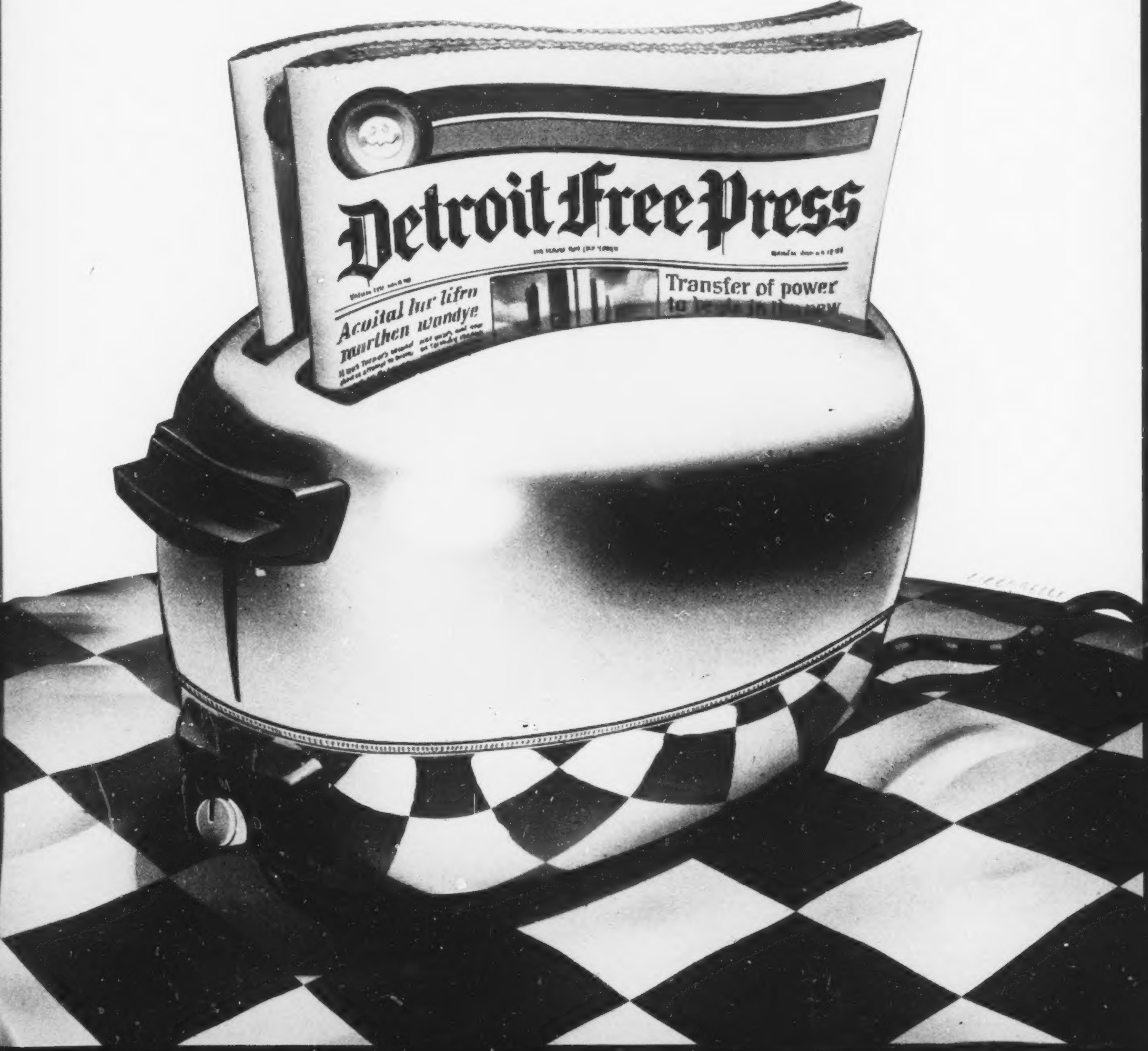
Sources: Publishers Interim Statement as filed with the Audit Bureau of Circulations. Three months ended June 30, 1984. Subject to audit.
Simmons 1982 Study of Local Newspaper Ratings for the State of Michigan.



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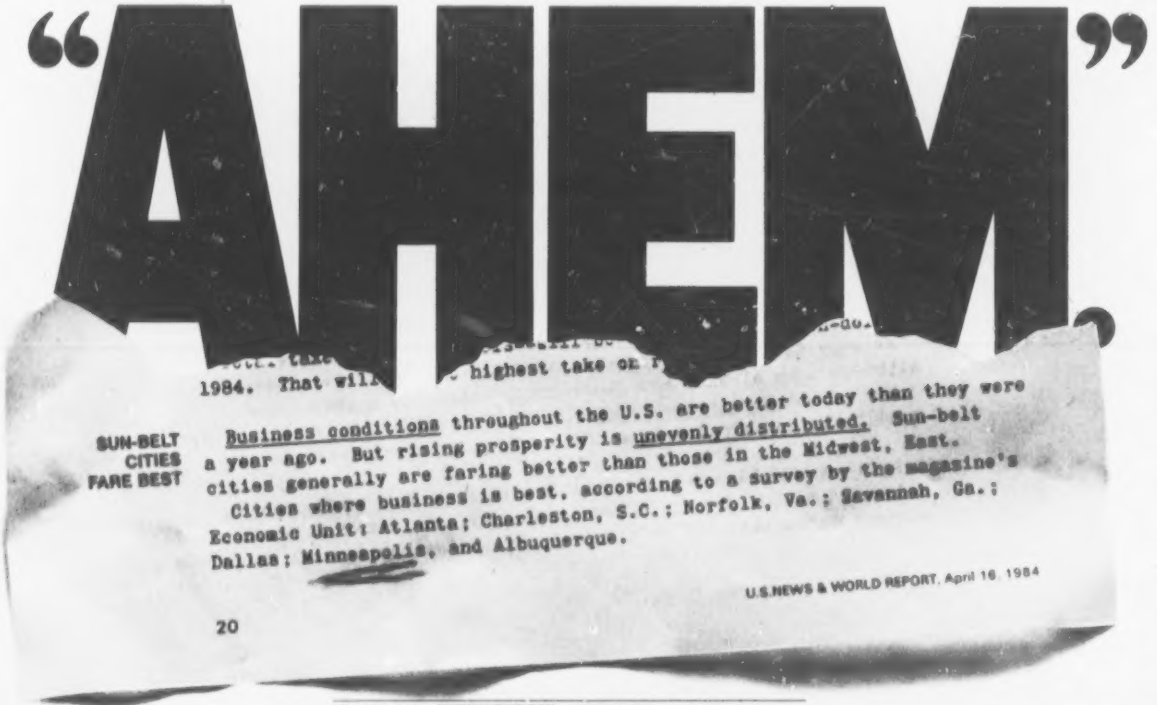
MINNESOTA										
DULUTH (St. Louis) . . . **Over 50%:** Carlton, Lake; **20 - 49%:** Cook, Itasca, St. Louis, WIS.: Douglas.	356.7	131.1	3,335,390	1,613,403	397,684	175,693	52,953	223,936	46,401	43.9
FARGO-MOORHEAD (N.D.: Cass) . . . **Over 50%:** MINN.: Clay, Norman; N.D.: Cass, Ransom; **20 - 49%:** MINN.: Mahnomen, Wilkin; N.D.: Barnes, Dickey, Eddy, Foster, Griggs, La Moure, Richland, Sargent, Steele, Traill.	251.8	91.0	2,390,111	1,310,760	243,856	132,236	49,987	258,768	43,556	50.0
MANKATO (Blue Earth) . . . **Over 50%:** Blue Earth, Nicollet; **20 - 49%:** Le Sueur, Waseca, Watonwan.	134.6	46.9	1,100,505	604,168	145,825	37,423	19,757	123,043	23,146	50.1
MINNEAPOLIS-ST. PAUL (Hennepin, Ramsey) . . . **Over 50%:** Dakota, Hennepin, Ramsey, Washington; **20 - 49%:** Anoka, Big Stone, Carver, Chippewa, Chisago, Douglas, Isanti, Lac qui Parle, Le Sueur, McLeod, Meeker, Mille Lacs, Pope, Redwood, Renville, Rice, Scott, Stevens, Traverse, Wright; WIS.: Pierce, Polk, St. Croix.	2,537.5	929.0	28,263,921	14,621,835	3,089,211	1,962,019	539,636	2,441,810	414,936	53.2
ROCHESTER (Olmsted) . . . **Over 50%:** Dodge, Olmsted; **20 - 49%:** Fillmore, Wabasha.	151.5	54.6	1,462,513	841,445	168,920	95,232	27,912	151,887	30,089	63.2
ST. CLOUD (Stearns) . . . **Over 50%:** Benton, Stearns.	139.3	43.3	1,086,651	836,550	115,378	86,158	22,597	92,709	14,915	51.9



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SUN-BELT CITIES FARE BEST

Business conditions throughout the U.S. are better today than they were a year ago. But rising prosperity is unevenly distributed. Sun-belt cities generally are faring better than those in the Midwest, East.

Cities where business is best, according to a survey by the magazine's Economic Unit: Atlanta; Charleston, S.C.; Norfolk, Va.; Savannah, Ga.; Dallas; Minneapolis, and Albuquerque.

U.S.NEWS & WORLD REPORT, April 16, 1984

20

Minneapolis STAR and Tribune

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MISSISSIPPI											
BILOXI-GULFPORT (Harrison) . . . **Over 50%:** Harrison; **20 - 49%:** Hancock, Jackson, Stone.	330.5	112.3	2,877,436	1,344,432	388,403	252,601	42,830	179,026	45,876		46.5
HATTIESBURG (Forrest) . . . **Over 50%:** Forrest, Lamar, Perry; **20 - 49%:** Covington.	121.9	42.2	903,722	504,689	114,187	87,817	20,351	79,263	23,964		51.5
JACKSON (Hinds) . . . **Over 50%:** Hinds; **20 - 49%:** Copiah, Madison, Rankin.	412.4	141.6	3,654,652	1,789,053	452,676	283,312	77,286	312,018	57,711		51.2
TUPELO (Lee) . . . **Over 50%:** Lee; **20 - 49%:** Chickasaw, Itawamba, Monroe, Pontotoc, Prentiss, Tishomingo, Union.	226.1	79.9	1,466,338	864,096	255,145	121,979	32,333	162,582	26,023		37.0
MISSOURI											
JOPLIN (Jasper) . . . **Over 50%:** Jasper; **20 - 49%:** KAN.: Cherokee; MO.: Barton, McDonald, Newton.	181.2	69.1	1,388,560	944,628	211,443	105,722	33,469	200,820	34,162		48.1
KANSAS CITY (Jackson) . . . **Over 50%:** KAN.: Johnson, Wyandotte; MO.: Cass, Clay, Jackson, Lafayette, Platte; **20 - 49%:** KAN.: Anderson, Douglas, Leavenworth, Linn, Miami; MO.: Bates, Caldwell, Carroll, Clinton, Henry, Johnson, Ray, Saline.	1,678.4	632.5	17,698,682	9,517,321	2,001,941	1,452,759	313,656	1,934,963	251,247		76.8

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MO (cont.)										
ST. JOSEPH (Buchanan) . . . **Over 50%:** KAN.: Doniphan, MO.: Andrew, Buchanan, De Kalb, Gentry, Holt, Worth; **20 - 49%:** MO.: Atchison, Coldwell, Clinton, Daviess, Harrison, Nodaway.	210.4	78.6	1,715,239	972,230	213,766	120,326	32,437	177,995	27,247	74.6
ST. LOUIS (St. Louis) . . . **Over 50%:** St. Louis; **20 - 49%:** ILL.: Madison, Monroe, Randolph, St. Clair; MO.: Franklin, Gasconade, Jefferson, Lincoln, St. Charles, Ste. Genevieve, Warren.	2,427.2	885.5	25,002,325	12,834,805	3,253,373	1,866,630	452,029	2,172,246	360,358	49.1
SPRINGFIELD (Greene) . . . **Over 50%:** Greene; **20 - 49%:** Christian, Dade, Polk, Taney, Webster, Wright.	308.6	116.2	2,646,653	1,673,596	350,431	218,424	61,266	338,735	38,348	43.9
MONTANA										
BILLINGS (Yellowstone) . . . **Over 50%:** Rosebud, Stillwater, Yellowstone; **20 - 49%:** Big Horn, Carbon, Carter, Custer, Daniels, Dawson, Fallon, Garfield, Golden Valley, McCone, Musselshell, Park, Petroleum, Powder River, Prairie, Richland, Roosevelt, Sheridan, Sweet Grass, Treasure, Valley, Wheatland, Wibaux; WYO.: Big Horn, Park.	300.6	112.5	2,710,238	1,865,414	429,105	193,308	79,172	311,567	69,018	49.6
GREAT FALLS (Cascade) . . . **Over 50%:** Cascade; **20 - 49%:** Blaine, Chouteau, Glacier, Hill, Judith Basin, Liberty, Meagher, Phillips, Pondera, Teton, Toole.	154.6	57.7	1,358,822	939,746	194,718	100,468	44,284	204,071	36,883	52.3
MISSOULA (Missoula) . . . **Over 50%:** Missoula; **20 - 49%:** Granite, Lake, Mineral, Ravalli, Sanders.	143.1	54.2	1,203,737	767,606	156,844	57,505	43,086	156,522	29,778	50.1
NEBRASKA										
GRAND ISLAND (Hall) . . . **Over 50%:** Greeley, Hall, Howard, Merrick, Sherman; **20 - 49%:** Garfield, Hamilton, Nance, Valley.	94.6	34.8	764,449	501,643	68,048	96,172	14,342	72,893	7,992	65.5
LINCOLN (Lancaster) . . . **Over 50%:** Lancaster, Saline, Seward; **20 - 49%:** Butler, Fillmore, Jefferson, Johnson, Otoe, Pawnee, Saunders, Thayer, York.	324.1	122.3	3,331,080	1,658,904	363,971	182,208	56,550	312,757	46,182	58.5
OMAHA (Douglas) . . . **Over 50%:** Douglas, Sarpy; **20 - 49%:** IA.: Fremont, Harrison, Mills, Montgomery, Page, Pottawattamie, Shelby; NEB.: Antelope, Blaine, Boone, Boyd, Brown, Buffalo, Burt, Butler, Cass, Chase, Cherry, Colfax, Cuming, Custer, Dawson, Deuel, Dodge, Furnas, Garden, Grant, Greeley, Harlan, Holt, Kearney, Keith, Nemaha, Nuckolls, Otoe, Perkins, Phelps, Platte, Polk, Richardson, Rock, Saunders, Thurston, Valley, Washington, Wayne.	1,076.5	397.6	10,531,389	5,270,453	1,198,014	587,889	230,197	1,041,049	157,523	47.2
NEVADA										
LAS VEGAS (Clark) . . . **Over 50%:** Clark; **20 - 49%:** Lincoln, Nye.	545.5	213.9	5,738,642	3,359,163	680,336	440,311	126,995	697,922	86,059	72.6
RENO (Washoe) . . . **20 - 49%:** Humboldt, Lyon, Mineral, Pershing, Washoe.	250.1	102.4	2,847,976	1,967,844	340,788	214,894	104,315	361,919	113,194	45.4
NEW HAMPSHIRE										
MANCHESTER-NASHUA (Hillsborough) . . . **Over 50%:** Hillsborough; **20 - 49%:** Coos.	322.8	115.4	3,319,078	1,999,523	462,944	238,191	98,948	312,701	55,326	54.9

S&MM'S FOUR SURVEY ISSUES

Each year *Sales & Marketing Management* publishes four *Survey* issues, which, taken together, provide a comprehensive and convenient information system for both consumer and industrial marketers. The data contained in the four *Survey* issues facilitate the analysis and selection of local geographic markets as well as target customer markets, the development of appropriate sales strategies for reaching those markets, and the comparison of the costs of selling in the geographical markets.

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People — YOU — ST. LOUIS POST-DISPATCH Wed., Apr. 18, 1984

Pride Found Fame On Other Side Of Barrier

By Diane Jennings
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A two-part story conclusion

COUNTRY MUSIC superstar Charley Pride started as a cotton picker. He worked odd jobs. He played minor league baseball. He worked at a smelter, seeking baseball fame and singing part-time. Then, returning from a baseball tryout, he visited Nashville and got a contract with music publishing executive Jack Johnson.

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Jerry Berger

Stardust

Paymates And Playmates

The Weight Of Beauty's Top Crown

Vanessa Williams Finds Herself Suddenly A Symbol, Without Ever Meaning To Become One

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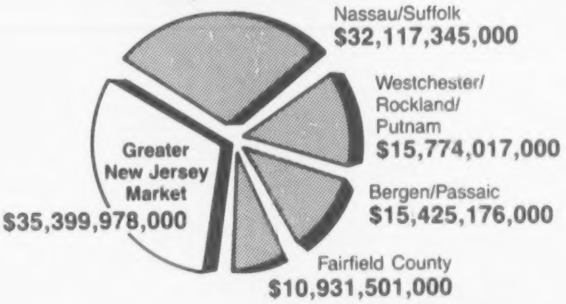
NEW JERSEY										
ATLANTIC CITY (Atlantic) . . . **Over 50%:** Atlantic; **20 - 49%:** Cape May.	295.5	113.6	2,935,147	1,979,239	514,884	163,350	63,567	253,605	40,987	56.0
BERGEN-PASSAIC (Bergen, Passaic) . . . **Over 50%:** Bergen, Passaic.	1,277.4	462.5	16,751,791	8,478,106	1,984,169	1,184,794	446,870	1,388,254	157,734	53.1
JERSEY CITY (Hudson) . . . **20 - 49%:** Hudson.	548.4	207.1	4,997,229	2.035,238	631,451	129,565	81,159	251,108	57,807	43.5
MIDDLESEX-SOMERSET-HUNTERDON (Middlesex, Somerset) . . . **Over 50%:** Middlesex; **20 - 49%:** Somerset.	810.3	279.0	10,308,073	4,402,384	1,101,673	516,633	229,801	635,833	93,483	52.8
MONMOUTH-OCEAN (Monmouth) . . . **Over 50%:** Monmouth; **20 - 49%:** Ocean.	910.5	334.5	10,537,504	4,809,096	1,329,771	468,807	201,138	877,515	117,976	44.9
NEWARK (Essex, Morris, Union) . . . **Over 50%:** Morris, Union; **20 - 49%:** Essex, Middlesex, Somerset, Sussex.	2,679.1	939.5	33,071,396	14,023,642	3,607,794	1,221,271	775,389	2,284,569	302,559	47.9
PHILADELPHIA (PENN.: Philadelphia, Bucks, Chester, Delaware, Montgomery; N.J.: Burlington, Camden, Gloucester) . . . **Over 50%:** N.J.: Burlington, Camden, Gloucester; PENN.: Bucks, Chester, Delaware, Montgomery, Philadelphia; **20 - 49%:** N.J.: Cape May, Salem.	4,884.5	1,757.4	51,596,696	23,294,079	5,404,221	2,795,171	979,369	3,965,030	633,935	69.6
TRENTON (Mercer) . . . **Over 50%:** Mercer.	310.8	109.2	3,537,704	1,747,450	471,599	204,114	91,180	218,702	41,030	90.2
NEW MEXICO										
ALBUQUERQUE (Bernalillo) . . . **Over 50%:** Bernalillo; **20 - 49%:** Guadalupe, Los Alamos, Socorro, Valencia.	529.2	195.8	5,092,134	2,780,568	626,249	338,513	173,019	575,338	73,068	58.7

#1 Suburban market in the New York ADI

Compare EBI's



The Star-Ledger delivers 1.3 million readers in the Greater New Jersey Market . . . richest of all suburban markets surrounding New York City.

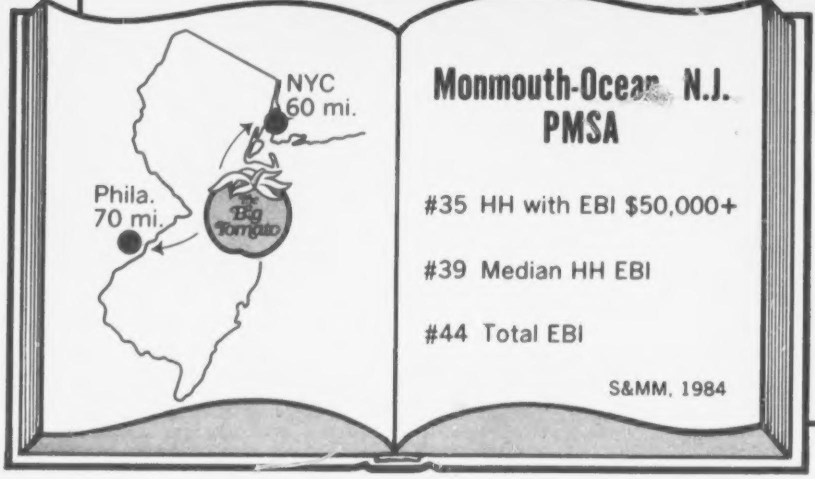
For more information about The Star-Ledger's selling power, contact Walter Schwartz, National Advertising Manager, (201) 877-4214.

The Star-Ledger

New Jersey's Largest Newspaper
Total Circulation: 432,328 daily — 654,446 Sunday
Star-Ledger Plaza, Newark, N.J. 07101
Represented Nationally by Newhouse Newspapers

Source: SM & M Survey of Buying Power 1983. ABC Fas Fax 3/31/84; The Scarborough Report 1984 Sunday Readership GNJM 6 County — Essex, Morris, Union, Somerset, Middlesex, Monmouth.

The book on us is quality.



Monmouth-Ocean N.J.
PMSA

#35 HH with EBI $50,000+

#39 Median HH EBI

#44 Total EBI

S&MM, 1984

The Big Tomato is only #51 in population, but our affluence makes us "top 50" all the way. Put us on your best-seller list.

THE ASBURY PARK
PRESS

Call the Asbury Park Press at 201-774-7000, or any Sawyer • Ferguson • Walker office.

S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1983 POPULATION 12/31/83 Total Pop. (Thous.)	 POPULATION 12/31/83 Total House-holds (Thous.)	 EFFECTIVE BUYING INCOME Total EBI ($000)	 RETAIL SALES BY STORE GROUP Total Retail Sales ($000)	 Food ($000)	 General Merchan-dise ($000)	 Furnit./ Furnish./ Appl. ($000)	 Auto-motive ($000)	 Drug ($000)	% Hslds. Cov. Total Area
NEW YORK										
ALBANY-SCHENECTADY-TROY (Albany, Schenectady, Rensselaer) . . . **Over 50%:** Albany, Rensselaer, Schenectady; **20 - 49%:** Montgomery, Saratoga, Schoharie.	849.7	311.2	8,838,148	4,241,338	1,147,367	428,348	169,793	688,230	116,025	72.0
BINGHAMTON (Broome) . . . **Over 50%:** Broome; **20 - 49%:** Chenango, Tioga; PENN.: Susquehanna.	357.9	128.4	3,508,228	1,711,400	453,647	137,749	79,884	308,682	63,215	67.6
BUFFALO (Erie) . . . **Over 50%:** Erie; **20 - 49%:** Niagara, Wyoming.	1,263.8	460.3	12,361,391	6,296,586	1,774,440	880,884	260,351	1,173,087	234,140	65.7
ELMIRA (Chemung) . . . **Over 50%:** Chemung; **20 - 49%:** Schuyler; PENN.: Tioga.	158.2	55.6	1,324,196	588,810	167,031	76,899	19,428	106,861	21,458	52.8
GLENS FALLS (Warren) . . . **Over 50%:** Warren, Washington.	114.5	39.4	986,073	584,216	186,076	42,598	17,129	79,448	18,230	66.5

Buffalo ranks second among the six Great Lakes markets in total retail sales development.
And The Buffalo News is read by more than 68% of CMSA adults daily and more than 77% Sunday.

No one covers Buffalo's
$12.8 billion buying public like The News.

YOUR NICKEL
GOES FARTHER
IN BUFFALO

Surprising
THE BUFFALO NEWS

Call Hugh Monaghan (716) 849-3422

Source: Scarborough Research, 1983. Represented nationally by Sawyer-Ferguson-Walker Company, Inc.

S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1983 POPULATION 12/31/83		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						% Hslds. Cov. Total Area
	Total Pop. (Thous.)	Total House-holds (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchan-dise ($000)	Furnit./ Furnish./ Appl. ($000)	Auto-motive ($000)	Drug ($000)	
NY (cont.)										
JAMESTOWN (Chautauqua) . . . **20 - 49%:** Chautauqua.	149.0	54.2	1,337,603	679,383	140,360	94,472	28,402	144,158	21,904	48.9
NASSAU-SUFFOLK (Nassau) . . . **Over 50%:** Nassau, Suffolk.	2,665.9	851.1	35,288,254	15,389,102	3,541,062	1,691,797	903,039	2,147,175	372,673	57.1
NEW YORK (New York City, Rockland, Westchester) . . . **Over 50%:** New York City, Rockland, Westchester; **20 - 49%:** CONN.: Fairfield; N.J.: Bergen, Hudson, Middlesex, Union; N.Y.: Dutchess, Nassau, Orange, Putnam, Suffolk, Ulster.	14,902.0	5,515.4	174,797,857	71,713,989	18,002,558	8,180,645	3,902,774	8,635,469	1,792,185	52.5
NIAGARA FALLS (Niagara) . . . **20 - 49%:** Niagara.	228.2	82.6	2,173,819	1,080,435	274,903	170,152	36.841	198,541	36,679	34.3
OLEAN (Cattaraugus) . . . **20 - 49%:** Allegany, Cattaraugus; PENN.: McKean, Potter.	211.7	73.4	1,677,690	682,476	192,840	69,868	18,304	135,830	27,595	33.9
ORANGE COUNTY (Orange) . . . **Over 50%:** Orange; **20 - 49%:** Sullivan.	348.9	116.2	3,3[illegible]6,131	1,665,025	509,513	183,730	54,993	238,284	42,283	52.7
POUGHKEEPSIE (Dutchess) . . . **20 - 49%:** Dutchess.	259.0	87.3	2,996,901	1,285,183	376,057	165,906	43,690	171,401	25,898	44.5
ROCHESTER (Monroe) . . . **Over 50%:** Monroe; **20 - 49%:** Livingston, Ontario, Wayne.	956.1	346.6	11,004,755	5,164,532	1,255,156	552,474	214,444	1,027,567	175,156	66.9
SYRACUSE (Onondaga) . . . **Over 50%:** Onondaga; **20 - 49%:** Cayuga, Madison, Oswego.	741.1	260.9	7,509,710	3,689,594	1,084,522	325,945	155,930	700,377	177,490	64.8
UTICA-ROME (Oneida) . . . **Over 50%:** Oneida; **20 - 49%:** Herkimer.	320.3	113.2	2,867,932	1,502,473	442,213	164,316	55,800	219,316	73,389	55.3
WATERTOWN (Jefferson) . . . **Over 50%:** Jefferson; **20 - 49%:** Lewis, St. Lawrence.	232.9	77.6	1,790,156	1,045,641	290,865	88,287	37,096	193,984	61,893	50.6
NORTH CAROLINA										
ASHEVILLE (Buncombe) . . . **Over 50%:** Buncombe; **20 - 49%:** Haywood, Jackson, Macon, Madison, Swain, Transylvania, Yancey.	329.8	124.4	2,643,778	1,575,974	368,772	163,977	51,771	306,832	66,967	41.2
BURLINGTON (Alamance) . . . **Over 50%:** Alamance.	98.5	37.0	861,410	554,200	118,071	63,723	31,585	123,686	25,458	73.9
CHARLOTTE-GASTONIA-ROCK HILL (Mecklenburg, Gaston; S.C.: York; N.C.: Rowan) . . . **Over 50%:** N.C.: Gaston, Mecklenburg, Rowan; S.C.: York; **20 - 49%:** N.C.: Lincoln, Stanly, Union; S.C.: Chester, Lancaster.	[illegible],060.3	384.1	9,670,044	5,256,677	1,211,888	625,668	249,649	1,202,322	200,310	63.2

BIG BUYING POWER

In Nassau-Suffolk, Long Island, Newsday has 201,000 daily readers with household incomes of $50,000 and over. That's more of these affluent readers than The New York Times, the Daily News and the New York Post *combined.*

Newsday

A Lot of Readers With A Lot of Money

Source: Belden Associates Long Island Travel Study, 1983

S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1983									% Hslds. Cov. Total Area
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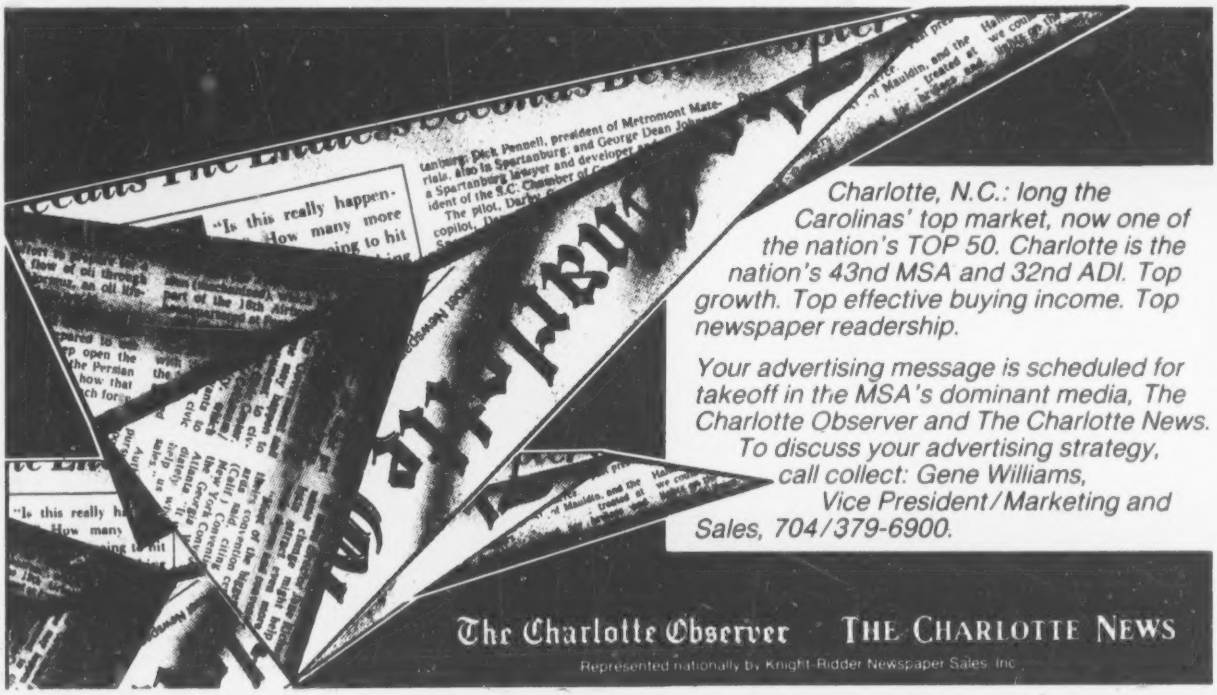
NC (cont.)										
FAYETTEVILLE (Cumberland) . . . **Over 50%:** Cumberland; **20 - 49%:** Hoke.	282.2	88.0	2,117,026	1,143,928	229,573	191,809	63,978	241,858	21,598	58.6
GREENSBORO-WINSTON-SALEM-HIGH POINT (Guilford, Forsyth) . . . **Over 50%:** Forsyth, Guilford; **20 - 49%:** Alleghany, Davidson, Davie, Montgomery, Randolph, Rockingham, Stokes, Surry, Yadkin.	1,061.3	395.3	9,841,192	5,617,003	1,203,582	588,829	342,000	1,240,127	222,362	57.1
HICKORY (Catawba) . . . **20 - 49%:** Catawba.	109.2	40.0	987,251	701,020	130,948	80,581	34,370	156,512	17,470	49.6
RALEIGH-DURHAM (Wake, Durham) . . . **Over 50%:** Durham, Wake; **20 - 49%:** Franklin, Granville, Johnston, Orange, Person, Washington.	752.0	275.4	7,100,501	3,715,918	808,425	473,740	170,841	743,908	104,477	59.4
WILMINGTON (New Hanover) . . . **Over 50%:** New Hanover, Pender; **20 - 49%:** Brunswick, Columbus.	226.6	82.2	1,795,091	1,101,589	261,412	133,680	45,441	223,712	38,350	48.8
NORTH DAKOTA										
BISMARCK (Burleigh) . . . **Over 50%:** Burleigh, Morton; **20 - 49%:** Adams, Emmons, Grant, Hettinger, Kidder, McLean, Mercer, Oliver, Sheridan, Sioux.	147.0	51.7	1,409,775	625,988	131,077	72,174	22,196	128,578	22,633	50.4
FARGO-MOORHEAD (Cass) . . . **Over 50%:** MINN.: Clay, Norman; N.D.: Cass, Ransom; **20 - 49%:** MINN.: Mahnomen, Wilkin; N.D.: Barnes, Dickey, Eddy, Foster, Griggs, La Moure, Richland, Sargent, Steele, Traill.	251.8	91.0	2,390,111	1,310,760	243,856	132,236	49,987	258,768	43,556	50.0

NOW ARRIVING...



Charlotte, N.C.: long the Carolinas' top market, now one of the nation's TOP 50. Charlotte is the nation's 43nd MSA and 32nd ADI. Top growth. Top effective buying income. Top newspaper readership.

Your advertising message is scheduled for takeoff in the MSA's dominant media, The Charlotte Observer and The Charlotte News. To discuss your advertising strategy, call collect: Gene Williams, Vice President/Marketing and Sales, 704/379-6900.

The Charlotte Observer THE CHARLOTTE NEWS

Represented nationally by Knight-Ridder Newspaper Sales, Inc.

If you want to influence Akron...

YOU NEED TO KNOW THE SCORE

If you think you're reaching the Akron portion of the nation's 4th largest market (Cleveland/Akron DMA) with th Cleveland paper, better take another look!

Daily the Beacon Journal reaches 67% of the households in Summit County ... the Plain Dealer just 9%*. On Sundays, the gap is even wider ... 80% vs. 7%*.

So to **win** in Akron, run with the Beacon.

It's the best way to score.

Akron Beacon Journal

BEACON
JOURNAL
67
PLAIN
DEALER
9
HEY! HEY!
BEACON J.
#1

Represented nationally by Knight-Ridder Newspaper Sales, Inc.
*Source: ABC 12 months ending 3/31/83.

S&MM's SURVEY OF NEWSPAPER MARKETS

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ND (cont.)										
GRAND FORKS (Grand Forks) . . . **Over 50%:** Grand Forks; **20 - 49%:** MINN.: Kittson, Marshall, Pennington, Polk, Red Lake, Roseau; N.D.: Cavalier, Nelson, Pembina, Traill, Walsh.	205.4	72.2	1,852,430	985,946	195,431	61,233	33,621	182,402	30,182	44.6
MINOT (Ward) . . . **Over 50%:** Bottineau, Burke, McHenry, Mountrail, Renville, Ward; **20 - 49%:** Divide, McLean, Pierce, Wells.	121.9	43.1	1,174,617	603,229	116,042	49,621	16,312	146,392	18,195	59.1
OHIO										
AKRON (Summit, Portage) . . . **Over 50%:** Portage, Summit; **20 - 49%:** Medina.	773.0	282.4	7,590,157	3,804,969	1,050,095	423,538	122,856	616,886	138,720	60.6
CANTON (Stark) . . . **20 - 49%:** Carroll, Stark.	405.8	147.2	3,759,941	1,994,724	547,524	259,170	71,377	336,926	66,053	41.7
CINCINNATI (Hamilton) . . . **Over 50%:** KY.: Boone, Campbell, Kenton; OHIO: Hamilton; **20 - 49%:** IND.: Dearborn, Ohio, Ripley; KY.: Bracken, Gallatin, Grant, Pendleton; OHIO: Brown, Butler, Clermont.	1,662.8	614.5	16,698,267	7,998,284	2,057,172	1,154,413	344,219	1,204,631	279,684	50.2
CLEVELAND (Cuyahoga, Lake) . . . **Over 50%:** Cuyahoga, Lake; **20 - 49%:** Geauga, Medina.	1,843.3	703.6	19,282,313	9,678,025	2,323,729	1,375,153	374,270	1,560,769	467,692	63.6

BUY THE GROUP...
SAVE 21%!

LAKE COUNTY
LORAIN
ELYRIA
Cleveland
Horvitz
NEWSPAPERS, INC.
OHIO
MANSFIELD
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Phone (216)524-0900

Represented by Branham Newspaper Sales

IS YOUR CLEVELAND ADI BUY COMPLETE?

For balanced coverage and minimum duplication within the Cleveland ADI at lower cost, your best buy is the Plain Dealer, THE HORVITZ NEWSPAPER GROUP, The Elyria Chronicle-Telegram, The Akron Beacon Journal, and the Canton Repository.

Horvitz

THE JOURNAL
LORAIN
NEWS JOURNAL
MANSFIELD
NEWS HERALD
LAKE COUNTY
TIMES REPORTER
DOVER NEW PHILA.

● Now you can increase your reach even further by adding the Elyria Chronicle-Telegram.

The Plain Dealer Total Coverage Program delivers 660,000 homes for as little as 3¢ per household.*

TCP gives you total saturation of Northeast Ohio households through a combination of advertisements and/or inserts in The Plain Dealer and a direct mailing of The Shopping News to non-subscribers.

With The Plain Dealer, you'll be reaching a higher income, better educated, trendsetting audience. Our Shopping News, an attractive broadsheet using full color on the cover and filled with timely recipes, fashion news and household tips draws extensive readership from non-subscribers. Combined, you'll reach about 100% of our big-spending TCP market—an audience that's virtually unduplicated.

TCP also gives you the advantage of buying just the areas you're interested in reaching—even as little as one zip code.

For more information on TCP, contact Norm Jindra, Retail Advertising Supervisor, TCP Coordinator, (216) 344-4931 or your Newhouse Newspaper representative.

*Based upon the full run cost of a preprint in The Plain Dealer and the Shopping News. TCP preprint costs are based on distribution or delivery only.

The Plain Dealer

S&MM's SURVEY OF NEWSPAPER MARKETS

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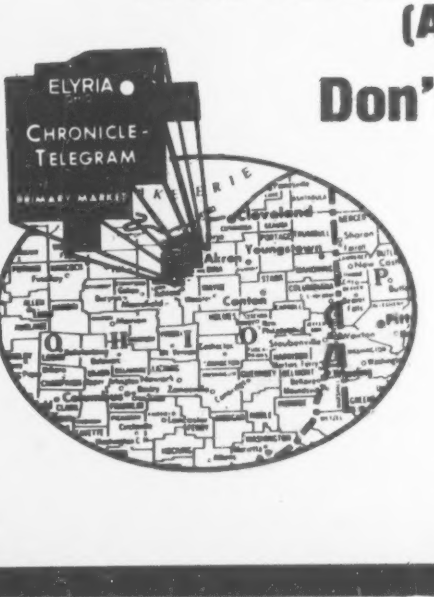
OH (cont.)										
COLUMBUS (Franklin) . . . **Over 50%:** Franklin; **20 - 49%:** Delaware, Fairfield, Licking, Madison, Pickaway, Union.	1,263.4	479.7	12,695,351	6,503,866	1,396,977	947,403	294,255	1,168,273	201,949	63.6
DAYTON-SPRINGFIELD (Montgomery, Clark) . . . **Over 50%:** Clark, Montgomery; **20 - 49%:** Champaign, Darke, Greene, Miami, Preble.	1,055.9	399.2	10,365,770	5,099,391	1,191,242	765,270	230,402	858,769	135,586	61.8
DOVER (Tuscarawas) . . . **Over 50%:** Tuscarawas.	86.5	32.7	737,921	364,205	97,513	45,423	17,718	55,573	10,930	72.0
FINDLAY (Hancock) . . . **Over 50%:** Hancock.	65.0	24.5	705,553	352,073	69,907	53,815	18,333	61,725	13,220	72.2
HAMILTON-MIDDLETOWN (Butler) . . . **20 - 49%:** Butler.	268.4	95.0	2,614,258	999,134	321,604	91,624	37,770	155,401	33,190	30.1
LIMA (Allen) . . . **Over 50%:** Allen; **20 - 49%:** Putnam.	146.4	51.7	1,266,649	688,349	151,754	132,568	25,350	94,971	27,176	65.6
LORAIN-ELYRIA (Lorain) . . . **Over 50%:** Lorain.	276.6	96.4	2,650,575	1,136,642	300,868	176,116	49,840	200,321	48,237	68.3
MANSFIELD (Richland) . . . **Over 50%:** Richland.	129.6	48.1	1,191,219	675,646	134,316	103,039	25,832	126,632	17,320	64.8
PARKERSBURG-MARIETTA (W.VA.: Wood) . . . **Over 50%:** W.VA.: Wirt, Wood; **20 - 49%:** OHIO: Washington; W.VA.: Pleasants, Ritchie.	185.2	67.5	1,535,964	1,012,816	244,729	179,772	34,889	196,626	29,551	50.4
SANDUSKY (Erie) . . . **Over 50%:** Erie; **20 - 49%:** Huron.	136.3	49.3	1,156,804	593,221	152,779	75,383	25,062	95,777	22,365	44.4
TOLEDO (Lucas) . . . **Over 50%:** Lucas; **20 - 49%:** Fulton, Henry, Ottawa, Wood.	686.1	254.6	6,793,966	3,541,972	876,484	443,664	142,461	572,443	144,973	56.0
WOOSTER (Wayne) . . . **Over 50%:** Wayne; **20 - 49%:** Holmes.	132.0	43.4	1,143,265	473,688	125,969	37,763	18,020	94,880	16,174	56.2
YOUNGSTOWN-WARREN (Mahoning, Trumbull) . . . **Over 50%:** Mahoning, Trumbull.	521.0	192.4	4,909,025	2,526,978	613,424	422,765	100,756	382,373	92,311	68.5
ZANESVILLE (Muskingum) . . . **Over 50%:** Muskingum; **20 - 49%:** Morgan, Perry.	131.3	47.8	1,011,271	463,910	129,170	51,511	15,875	73,103	12,907	51.2
OKLAHOMA										
ENID (Garfield) . . . **Over 50%:** Alfalfa, Garfield, Grant; **20 - 49%:** Kingfisher, Major, Woods.	118.5	45.2	1,199,136	641,708	146,850	54,489	31,304	153,310	24,151	60.0
LAWTON (Comanche) . . . **Over 50%:** Comanche; **20 - 49%:** Cotton.	124.8	39.2	1,048,543	472,898	116,401	63,210	28,097	110,539	6,566	78.8



in the Cleveland-Akron-Lorain Consolidated Area ...
(America's 9th market)

Don't Overlook the "Other One"

The Elyria Chronicle-Telegram is the "Other One" in what really should be called the Cleveland-Akron-Lorain/Elyria Consolidated Area. They included our sales ... income ... households and coverage ... they just forgot our name.

THE CHRONICLE-TELEGRAM
Elyria, Ohio

Increase your market share...

advertise in Columbus, Ohio where The Columbus Dispatch and Citizen-Journal will work for you.

Every day 6 in 10 SMSA adults turn to our pages while more than 7 in 10 adults read the Sunday Dispatch. And, Columbus area adults respond to newspaper advertising. In a recent survey, nearly 56% of central Ohio adults said they were most likely to respond to ads appearing in newspapers—bettering television by nearly 3 to 1. Columbus newspapers beat TV almost 4 to 1 as the source that influenced their last purchase.

Once you have invested big dollars in an advertising campaign you can't afford to have it ignored. The Columbus newspapers reach the people that spend.

Columbus Newspaper Coverage: Selected Target Markets	AM/PM Net Reach	Sunday Reach
Total Adults	60%	73%
Working Women	59	75
Professionally Employed	63	78
Incomes $35,000+	74	83
Weekly Grocery Spending of $75.00+	64	75
Multi-car Households	65	77
Frequent Flyers (6+ Flights Annually)	79	81

Columbus
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If these numbers interest you and you want more, call National Advertising Manager Leonard A. Zane, (614) 461-5183. Ask him to send you a copy of COLUMBUS, The Uncommon Market market and fact book. Columbus, A Choice Test Market is also available. If his line is busy, drop him a note . . . asking for these books or check with our Cresmer, Woodward, O'Mara & Ormsbee representative nearest you.

The Columbus Dispatch
Evening & Sunday

Columbus Citizen-Journal
Morning

34 South Third Street Columbus, Ohio 43215

THE UNCOMMON MARKET

Sources: Belden CMS 1983, The Columbus Report Volume 1, Number 1

THERE'S NO GAMBLE WHEN YOU CHOOSE TULSA'S DAILY DOUBLE — THE WORLD AND TRIBUNE.

It's the morning Tulsa World, and the evening Tulsa Tribune. Two daily newspapers that deliver unduplicated readership of 280,350 in the Tulsa SMSA. This, plus a combined total readership in four states of over one half million.

For strong sales in a solid market, choose the Tulsa newspapers. We read Tulsa because Tulsa reads us.

SOURCE: Belden CMS

Newspaper Printing Corporation
Agent for
TULSA WORLD
The Tulsa Tribune
Two independently and separately owned newspapers represented nationally by Branham.

S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1983										% Hslds. Cov. Total Area
	POPULATION 12/31/83		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP							
	Total Pop. (Thous.)	Total House-holds (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchan-dise ($000)	Furnit./ Furnish./ Appl. ($000)	Auto-motive ($000)	Drug ($000)		
OK (cont.)											
OKLAHOMA CITY (Oklahoma) . . . **Over 50%:** Oklahoma; **20 - 49%:** Beaver, Beckham, Blaine, Canadian, Cleveland, Custer, Dewey, Ellis, Garvin, Grady, Greer, Harmon, Harper, Hughes, Kingfisher, Kiowa, McClain, Murray, Roger Mills, Washita, Woodward.	1,146.8	434.6	11,964,432	6,065,726	1,355,921	676,034	301,397	1,397,866	125,185		52.3
TULSA (Tulsa) . . . **Over 50%:** Tulsa; **20 - 49%:** Craig, Creek, Mayes, Okmulgee, Osage, Rogers, Washington.	829.4	315.9	8,687,713	4,754,883	1,034,403	630,325	263,059	1,005,979	89,855		55.2
OREGON											
EUGENE-SPRINGFIELD (Lane) . . . **Over 50%:** Lane.	270.5	106.3	2,375,686	1,595,692	341,893	257,681	65,836	268,217	47,510		58.2
MEDFORD (Jackson) . . . **Over 50%:** Jackson.	138.1	52.3	1,091,463	811,010	181,135	98,532	33,765	124,874	16,198		52.1
PORTLAND (Multnomah) . . . **Over 50%:** Multnomah; **20 - 49%:** Clackamas, Clatsop, Columbia, Gilliam, Grant, Herney, Hood River, Lincoln, Sherman, Tillamook, Wasco, Washington, Yamhill.	1,310.2	518.2	13,383,439	7,730,990	1,386,278	1,549,649	368,902	1,110,755	177,328		46.3
SALEM (Marion) . . . **Over 50%:** Marion, Polk.	254.4	94.4	2,065,594	1,224,982	211,962	274,039	58,874	175,136	36,908		53.6

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THE BEST OF BOTH WORLDS...

The Oregonian
Panel says facts don't warrant probe
Hillsboro likely choice for plant
The Oregonian

In Portland, FOODday is a powerful advertising and editorial food package. Delivered with The Oregonian, and in the mail, FOODday gives you "The Best of Both Worlds" — subscriber and non-subscriber! If total household reach is critical to your sales efforts, give Steve Bell a call today at (503) 221-8270.

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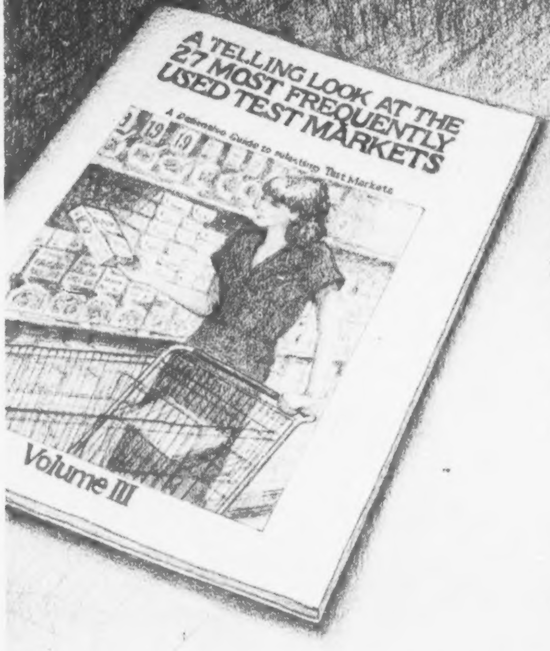
PENNSYLVANIA										
ALLENTOWN-BETHLEHEM (Lehigh, Northampton) . . . **Over 50%:** N.J.: Warren; PENN.: Lehigh, Northampton; **20 - 49%:** PENN.: Carbon.	651.1	243.4	6,757,365	3,292,145	795,972	415,358	141,798	552,398	88,610	78.1
ALTOONA (Blair) . . . **Over 50%:** Blair.	136.9	50.5	1,127,899	651,123	167,316	97,045	37,106	108,832	17,513	62.1
BEAVER COUNTY (Beaver) . . . **Over 50%:** Beaver.	203.0	73.3	2,044,620	791,030	207,622	158,893	27,053	121,493	22,879	65.6
BUTLER (Butler) . . . **Over 50%:** Butler.	154.0	53.5	1,375,591	630,122	134,160	63,266	22,398	136,572	15,095	54.9
ERIE (Erie) . . . **Over 50%:** Erie.	285.2	101.7	2,680,842	1,268,130	245,519	178,809	61,294	246,783	41,126	65.3
HARRISBURG-LEBANON-CARLISLE (Dauphin, Lebanon) . . . **Over 50%:** Dauphin, Lebanon; **20 - 49%:** Cumberland, Perry.	572.8	215.0	6,060,330	3,220,060	778,906	365,394	123,793	541,402	89,752	55.6
JOHNSTOWN (Cambria) . . . **Over 50%:** Cambria; **20 - 49%:** Somerset.	264.7	95.0	1,979,873	1,073,490	252,575	174,977	47,734	226,219	30,661	51.1
LANCASTER (Lancaster) . . . **Over 50%:** Lancaster.	376.7	132.9	3,653,034	1,819,924	434,554	184,895	106,311	318,434	50,563	71.6

WHERE WILL YOU TEST YOUR PRODUCT...
AND HOW MUCH WILL IT COST?


A TELLING LOOK AT THE 27 MOST FREQUENTLY USED TEST MARKETS
A Definitive Guide to Selecting Test Markets
Volume III

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- Basic questions with answers from the experts.
- How to evaluate and select a test market based on:
  1) Population
  2) Demographics
  3) Effective Buying Incomes
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S&MM's SURVEY OF NEWSPAPER MARKETS

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PA (cont.)										
PHILADELPHIA (Philadelphia, Bucks, Chester, Delaware, Montgomery; N.J.: Burlington, Camden, Gloucester) . . . **Over 50%:** N.J.: Burlington, Camden, Gloucester; PENN.: Bucks, Chester, Delaware, Montgomery, Philadelphia; **20 - 49%:** N.J.: Cape May, Salem.	4,884.5	1,757.4	51,596,696	23,294,079	5,404,221	2,795,171	979,369	3,965,030	633,935	69.6
PITTSBURGH (Allegheny, Fayette, Washington, Westmoreland) . . . **Over 50%:** Allegheny, Fayette, Washington, Westmoreland; **20 - 49%:** Armstrong, Greene.	2,296.9	874.7	23,591,472	10,865,050	2,425,782	1,641,643	473,817	2,212,061	279,230	66.3
POTTSVILLE (Schuylkill) . . . **20 - 49%:** Schuylkill.	160.5	62.0	1,296,076	518,891	116,326	81,074	17,238	92,829	21,225	44.2
READING (Berks) . . . **Over 50%:** Berks.	319.8	121.0	3,167,859	1,551,869	338,508	230,955	56,939	270,520	25,867	66.4
SCRANTON-WILKES-BARRE (Lackawanna, Luzerne) . . . **Over 50%:** Lackawanna; **20 - 49%:** Luzerne, Wayne, Wyoming.	635.8	237.7	5,561,364	2,594,268	683,998	330,545	95,272	424,385	81,410	57.5
SHARON (Mercer) . . . **Over 50%:** Mercer.	128.4	46.2	1,136,910	562,956	135,398	73,292	17,869	154,498	13,006	53.1
SUNBURY (Northumberland) . . . **Over 50%:** Snyder, Union; **20 - 49%:** Northumberland.	170.2	61.6	1,321,948	692,580	158,038	58,532	18,743	137,148	30,187	40.1
WILLIAMSPORT (Lycoming) . . . **Over 50%:** Lycoming.	120.5	44.0	1,049,863	512,445	141,560	51,056	21,910	129,346	14,274	68.3
YORK (York) . . . **Over 50%:** York.	325.1	120.4	3,249,921	1,486,191	364,766	206,179	67,497	242,893	33,145	72.7

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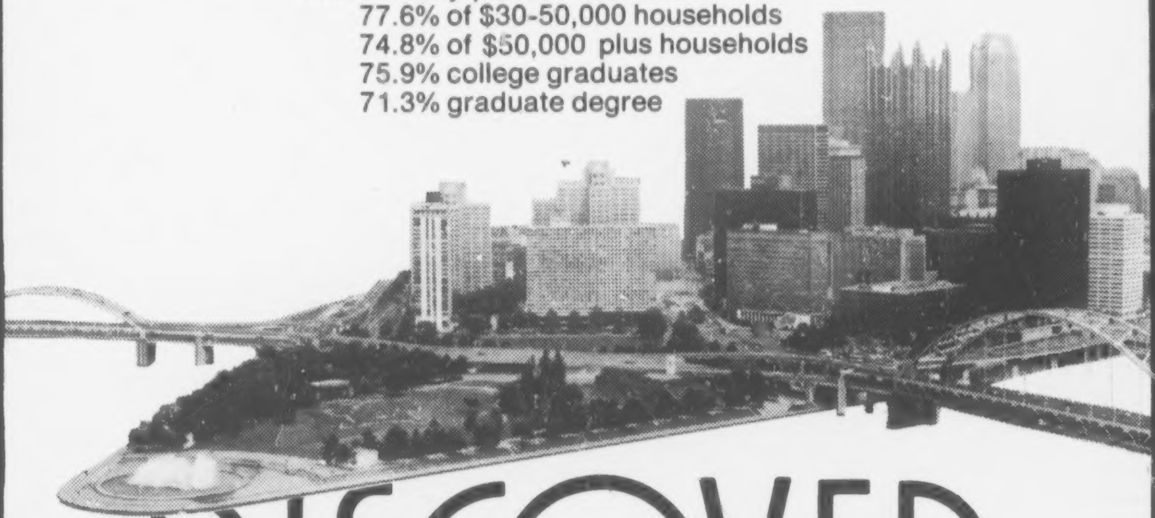
Food Sales topping $2,52 Billion
Automotive Sales at $2.24 Billion
with: 2,379,300 population
E.B.I. - $24.65 Billion
Median Household Income of $24,589
ranking: 2nd in control of investment capital
3rd in number of corporate headquarters
4th most livable city in U.S.*

DISCOVER its metropolitan papers . . .

delivering daily non-duplicated penetration** of:
61.2% of households with $30-50,000 income
65.9% of nouseholds with $50,000 Plus
59.7% college graduates
64.6% graduate degree
with Sunday penetration** of:
77.6% of $30-50,000 households
74.8% of $50,000 plus households
75.9% college graduates
71.3% graduate degree



DISCOVER PITTSBURGH

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A Scripps-Howard newspaper

Represented nationally by Story & Kelly-Smith, Inc.

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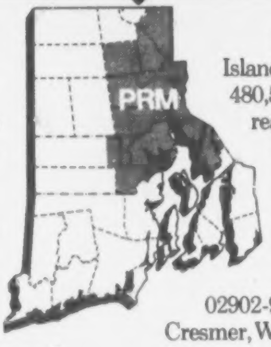
**with a single insertion
Statistics: S & MM 1984 Survey of Buying Power
Belden CMS 1983

BIG #'s, %'s, $'s



In Rhode Island's Primary Retail Market (PRM), the daily Journal-Bulletin is read by 368,600 adults for 74.1% reach and the Sunday Journal is read by 414,300 adults for 83.2% reach. Retail sales here amount to over $2,900,000,000.

And the PRM is where the action is: 72.5% of Rhode Island households, 71.1% of retail sales, 78.0% of automotive sales, 80.5% of furniture/furnishings/appliance sales, 83.0% of general merchandise and department store sales, 62.7% of eating and drinking sales, and 73.0% of drugstore sales.

In the entire state of Rhode Island, the Journal-Bulletin has 480,500 adult readers for 66.5% reach and the Sunday Journal has 572,700 adult readers for 79.3% reach.

Write or call Bill Peckham, General Advertising Manager, Providence Journal Co., 75 Fountain St., Providence. RI 02902-9985 (401) 277-7172, or contact Cresmer, Woodward, O'Mara & Ormsbee, Inc.

Source: Scarborough's National Newspaper Audience Ratings Study, 1983-Providence Market.

The Providence Journal-Bulletin

Represented nationally by Cresmer, Woodward, O'Mara & Ormsbee, Inc.
Member, Metropolitan Sunday Newspaper, Inc.

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RHODE ISLAND										
PROVIDENCE-PAWTUCKET-WOONSOCKET (Providence) . . . **Over 50%:** Bristol, Kent, Providence; **20 - 49%:** Newport, Washington	954.3	350.5	9,388,138	4,913,000	1,119,814	564,588	171,949	603,646	161,794	70.4

It takes 2 buys to dominate the Providence ADI

. . . PANN (the Providence Area Newspaper Network) and the Providence Journal-Bulletin. Together they dominate the ADI with 62% coverage. The PANN Newspaper Network (7 strong daily newspapers) covers 24% of the ADI households with 132,930 ADI circulation; with a total circulation of 145,163

FALLRIVER HERALD NEWS (MASS.)/NEWPORT NEWS/PAWTUCKET TIMES/WESTERLY SUN/
WEST WARWICK PAWTUXET VALLY DAILY TIMES/WILLIMANTIC CHRONICLE (CONN.)/
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PROVIDENCE AREA NEWSPAPER NETWORK

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SOUTH CAROLINA										
ANDERSON (Anderson) . . . **20 - 49%:** GA.: Elbert, Franklin, Hart, Stephens; S.C.: Abbeville, Anderson, Oconee.	293.4	106.4	2,257,941	1,230,362	315,294	113,025	59.882	293,994	51,337	37.4
CHARLESTON (Charleston) . . . **Over 50%:** Charleston, Dorchester; **20 - 49%:** Berkeley, Colleton.	506.8	167.8	3,743,637	1,914,232	419,955	250,707	88,055	352,312	59,144	56.5
CHARLOTTE-GASTONIA-ROCK HILL (N.C.: Mecklenburg, Gaston; S.C.: York; N.C.: Rowan) . . . **Over 50%:** N.C.: Gaston, Mecklenburg, Rowan; S.C.: York; **20 - 49%:** N.C.: Lincoln, Stanly, Union; S.C.: Chester, Lancaster.	1,060.3	384.1	9,670,044	5,256,677	1,211.888	625,668	249,649	1,202,322	200,310	63.2
COLUMBIA (Richland) . . . **Over 50%:** Lexington, Richland; **20 - 49%:** Fairfield, Kershaw, Newberry.	527.3	182.2	4,699,176	2,373,276	478,060	303,340	106,698	510,990	74,307	57.6
FLORENCE (Florence) . . . **Over 50%:** Florence; **20 - 49%:** Darlington.	181.1	61.2	1,248,095	731,867	160,642	83,351	29,807	133,174	24,525	43.1
GREENVILLE-SPARTANBURG (Greenville, Spartanburg) . . . **Over 50%:** Greenville, Spartanburg; **20 - 49%:** Cherokee, Laurens, Oconee, Pickens, Union.	775.8	279.0	6,217,433	3,495,520	769,889	384,089	140,421	725,384	139,379	50.2
SOUTH DAKOTA										
RAPID CITY (Pennington) . . . **Over 50%:** Pennington; **20 - 49%:** Butte, Custer, Fall River, Haakon, Jackson, Lawrence, Meade; WYO.: Weston.	153.6	56.8	1,475,992	929,112	212,324	75,067	38,470	174,454	22,736	50.6
SIOUX FALLS (Minnehaha) . . . **Over 50%:** Minnehaha; **20 - 49%:** IA.: Lyon; MINN.: Rock; S.D.: Lake, Lincoln, McCook, Miner, Moody, Turner, Union.	201.4	76.1	2,000,694	1,167,532	193,861	123,523	38,270	225,956	54,789	45.9
TENNESSEE										
CHATTANOOGA (Hamilton) . . . **Over 50%:** Hamilton; **20 - 49%:** GA.: Catoosa, Dade, Walker; TENN.: Marion, Rhea, Sequatchie.	458.8	165.7	3,875,808	2,123,526	514,437	351,064	87,662	318,996	59,829	52.5
JACKSON (Madison) . . . **Over 50%:** Madison; **20 - 49%:** Chester, Crockett, Gibson, Henderson.	175.2	63.7	1,310,717	754,304	197,147	136,701	25.402	126,148	23,139	44.5
JOHNSON CITY-KINGSPORT-BRISTOL (Washington, Sullivan; VA.: Washington) . . . **Over 50%:** TENN.: Sullivan, Washington; VA.: Scott, Washington; **20 - 49%:** TENN.: Carter, Hawkins, Johnson, Unicoi; VA.: Lee, Russell, Wise.	571.5	204.6	4,477,161	2,569,848	636,703	337,258	97,325	495,913	65,236	52.4
KNOXVILLE (Knox) . . . **Over 50%:** Knox; **20 - 49%:** Anderson, Blount, Campbell, Claiborne, Grainger, Jefferson, Loudon, Monroe, Roane, Sevier, Union.	756.7	279.1	6,528,27[illegible]	3,530,313	815,035	584,664	154,213	531,452	122,099	50.5
MEMPHIS (Shelby) . . . **Over 50%:** Shelby; **20 - 49%:** ARK.: Crittenden; MISS.: De Soto, Panola, Quitman, Tate, Tunica, Yalobusha; TENN.: Fayette, Tipton.	1,028.8	354.2	8,756,717	4,924,866	1,257,858	756,370	211,429	814,464	166,526	63.9

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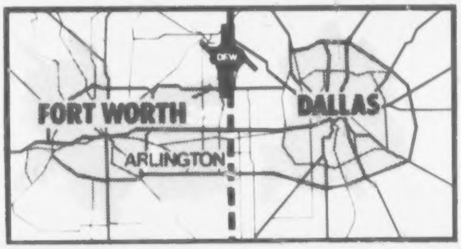
TN (cont.)										
NASHVILLE (Davidson) . . . **Over 50%:** Davidson; **20 - 49%:** Cheatham, Coffee, Dickson, Humphreys, Marshall, Robertson, Rutherford, Sumner, Williamson, Wilson.	965.4	348.5	9,587,624	5,433,848	1,216,689	880,243	240,639	983,767	161,591	47.6
TEXAS										
ABILENE (Taylor) . . . **Over 50%:** Taylor; **20 - 49%:** Callahan, Coleman, Eastland, Fisher, Haskell, Jones, Kent, Knox, Mitchell, Nolan, Runnels, Shackelford, Stephens, Stonewall, Throckmorton.	263.4	96.8	2,202,292	1,335,279	313,218	114,380	49,797	313,930	34,668	51.5
AMARILLO (Potter) . . . **Over 50%:** Armstrong, Oldham, Potter, Randall; **20 - 49%:** OKLA.: Cimarron; TEX.: Briscoe, Carson, Collingsworth, Dallam, Deaf Smith, Donley, Gray, Hall, Hansford, Hartley, Hemphill, Hutchinson, Lipscomb, Moore, Ochiltree, Roberts, Sherman, Swisher, Wheeler.	379.5	140.0	3,613,534	2,314,073	521,398	196,839	119,473	567,083	46,307	50.5
AUSTIN (Travis) . . . **Over 50%:** Travis; **20 - 49%:** Bastrop, Burnet, Caldwell, Hays, Llano, Williamson.	712.2	267.5	7,181,840	3,864,102	885,340	493,326	169,044	674,452	74,517	49.5
BEAUMONT-PORT ARTHUR (Jefferson) . . . **20 - 49%:** Hardin, Jasper, Jefferson, Newton, Orange, Sabine, Tyler.	474.6	168.9	4,672,598	2,715,043	660,265	300,153	121,313	561,691	57,309	38.8
BROWNSVILLE-HARLINGEN (Cameron) . . . **20 - 49%:** Cameron, Willacy.	257.5	72.6	1,516,930	976,679	255,882	172,615	75,344	148,471	14,814	27.7
BRYAN-COLLEGE STATION (Brazos) . . . **Over 50%:** Brazos; **20 - 49%:** Burleson, Robertson.	139.7	50.6	1,276,383	608,401	112,177	64,069	19,760	122,552	31,190	45.5
CORPUS CHRISTI (Nueces) . . . **Over 50%:** Nueces; **20 - 49%:** Aransas, Brooks, Duval, Jim Wells, Kleberg, Refugio, San Patricio.	473.6	153.7	3,943,834	2,341,447	646,238	260,353	103,914	495,207	43,093	53.0
DALLAS (Dallas) . . . **Over 50%:** Dallas; **20 - 49%:** Collin, Denton, Ellis, Kaufman, Rockwall.	2,182.0	812.4	25,018,898	14,274,799	2,757,626	1,586,327	825,713	3,059,685	489,834	58.7

ONE MAJOR MARKET.



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Sources: March 31, 1984, ABC Audit Reports
March 31, 1983, ABC Audit Reports, Dallas papers
S&MM 1984 Survey of Buying Power

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Harry M. Stanley, Jr.
Senior Vice President
The Dallas Morning News

All those fancy demographic titles and categories boil down to one thing in Dallas: The Dallas Morning News gives you the people with the money to spend on your product or service. Because we lead in every readership category that counts.

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Who says so? Scarborough. And Simmons. Who knows so? Our readers. And our advertisers. Because from top-flight reporting to top drawer sales results, The Dallas Morning News delivers. Just one more reason why nobody beats The Dallas Morning News in the morning.

NOBODY BEATS
The Dallas Morning News
IN THE MORNING

Source: Scarborough Report 1983. Simmons Report 1982. Represented by Cresmer, Woodward, O'Mara & Ormsbee, Inc., National. The Leonard Co., Florida, Mexico, Caribbean, Lenba Hawaii, and Publications Representatives International, Inc. A member of Metropolitan Sunday Newspapers, Inc.

San Antonio Newspaper Facts

FACT #1 The San Antonio Express and News combined into a single "All Day" newspaper on Sept. 10, 1984.

FACT #2 Resultant Express-News daily circulation is unknown because of their previous high duplication of readers.

FACT #3 The San Antonio Light is the only "All Day" newspaper in San Antonio with known paid circulation figures.

FACT #4 For circulation coverage you can count on, you need the

San Antonio Light
THE LARGEST AND BEST DAILY NEWSPAPER IN SOUTH TEXAS

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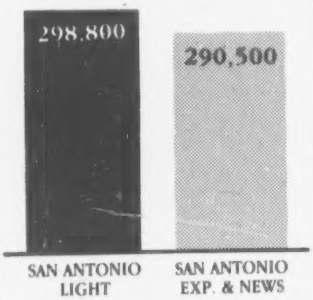

*Simmons Readership Study, 1982

S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1983: POPULATION 12/31/83		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						% Hslds. Cov. Total Area
	Total Pop. (Thous.)	Total House-holds (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchan-dise ($000)	Furnit./ Furnish./ Appl. ($000)	Auto-motive ($000)	Drug ($000)	
TX (cont.)										
EL PASO (El Paso) . . . **20 - 49%:** Culberson, El Paso, Hudspeth.	539.4	159.7	3,797,222	2,281,898	483,803	359,210	165,264	438,819	70,155	49.1
FORT WORTH-ARLINGTON (Tarrant) . . . **Over 50%:** Tarrant; **20 - 49%:** Erath, Hood, Johnson, Palo Pinto, Parker, Wise.	1,187.8	435.3	12,488,981	7,362,522	1,306,905	943,342	292,291	1,766,829	304,054	53.8
GALVESTON-TEXAS CITY (Galveston) . . . **20 - 49%:** Galveston.	212.6	76.3	2,287,447	1,183,605	360,117	90.002	28,373	240,917	27,796	35.4
HOUSTON (Harris) . . . **Over 50%:** Harris; **20 - 49%:** Austin, Brazoria, Brazos, Colorado, Fort Bend, Galveston, Grimes, Madison, Matagorda, Montgomery, Polk, San Jacinto, Trinity, Walker, Waller, Washington, Wharton.	3,900.9	1,402.4	44,116,736	23,815,014	5,283,145	3,196,693	991,178	5,273,269	491,568	49.4
KILLEEN-TEMPLE (Bell) . . . **20 - 49%:** Bell, Milam.	197.6	67.9	1,585,187	974,715	203,145	101,732	33,307	253,372	16,225	33.8
LONGVIEW-MARSHALL (Gregg) . . . **Over 50%:** Gregg; **20 - 49%:** Upshur.	146.5	53.1	1,385,478	930,992	227,581	99,269	45,532	196,754	21,680	50.0
LUBBOCK (Lubbock) . . . **Over 50%:** Lubbock; **20 - 49%:** Bailey, Borden, Cochran, Cottle, Crosby, Dawson, Dickens, Floyd, Gaines, Garza, Hale, Hockley, King, Lamb, Lynn, Motley, Terry, Yoakum.	422.9	146.1	3,372,774	2,294,137	522,306	206,912	118,531	583,174	45,225	46.9
MCALLEN-EDINBURG-MISSION (Hidalgo) . . . **20 - 49%:** Hidalgo.	332.6	90.2	1,743,422	1,300,871	348,228	221,675	67,494	193,223	25,881	27.5
ODESSA (Ector) . . . **Over 50%:** Ector; **20 - 49%:** Andrews, Crane, Upton, Ward, Winkler.	181.4	64.0	1,910,169	1,183,106	278,374	148,354	50,542	267,894	13,418	50.5
SAN ANGELO (Tom Green) . . . **Over 50%:** Coke, Schleicher, Sterling, Tom Green; **20 - 49%:** Concho, Crockett, Glasscock, Irion, Kimble, McCulloch, Mason, Menard, Reagan, Runnels, Sutton, Terrell, Upton.	162.5	58.4	1,455,011	1,000,219	240,293	87,877	36,412	269,349	12,539	55.2

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PULL
COIN RETURN
Sunday
Houston Chronicle
Southwest's Largest Newspaper
Bond election predicted for rail plan
Metro spends $20,000 on trip to pitch elevated rail
Well-bundled bunch

The best way to get to Houston is through this door.

Daily Circulation
Chronicle leads by 57,375 versus Houston's other newspaper.

Saturday Circulation
Chronicle leads by 21, 467 versus Houston's other newspaper.

Sunday Circulation
Chronicle leads by 80,141 versus Houston's other newspaper.

Adults 18–54
66% of adults 18–54 who read a daily newspaper choose The Chronicle.

College Graduates
65% of college graduates who read a daily newspaper choose The Chronicle.

$35,000+ Income
68% of daily newspaper readers in households with $35,000+ income choose The Chronicle.

Professional, Managerial, Technical
64% of professional, managerial and technical workers who read a daily newspaper choose The Chronicle.

Total Advertising Linage
Chronicle leads by 35,408,462 versus Houston's other newspaper.

For further directions on how to get to Houston, call The Chronicle. We've researched every aspect of our market. From population trends to buying habits. To apply our knowledge to your needs, call our Research Manager collect, 713/220-7401.

Houston Chronicle

Sources: Calculations computed by The Chronicle from the September 30, 1983 Publishers' Statements for The Houston Chronicle and The Houston Post. Scarborough's 1983 National Newspaper Audience Ratings Study, Houston SMSA, Media Records, Year, 1983 (Includes full and part-run linage).
Represented by Sawyer Ferguson Walker

S&MM's SURVEY OF NEWSPAPER MARKETS

S&MM ESTIMATES 1983

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	POPULATION 12/31/83		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						% Hslds. Cov. Total Area
	Total Pop. (Thous.)	Total Households (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furnit./ Furnish./ Appl. ($000)	Automotive ($000)	Drug ($000)	
TX (cont.)										
SAN ANTONIO (Bexar) . . . **Over 50%:** Bexar; **20 - 49%:** Atascosa, Bandera, Comal, Frio, Gonzales, Guadalupe, Karnes, Kendall, Kerr, McMullen, Medina, Uvalde, Wilson.	1,373.5	460.5	11,960,491	6,610,751	1,637,300	882,050	278,844	1,215,589	107,949	61.0
TEXARKANA (Bowie; ARK.: Miller) . . . **Over 50%:** ARK.: Miller; TEX.: Bowie; **20 - 49%:** ARK.: Little River.	133.0	47.9	1,037,150	692,252	198,185	83,911	22,337	127,094	16,336	53.5
TYLER (Smith) . . . **Over 50%:** Smith; **20 - 49%:** Van Zandt, Wood.	211.6	77.4	2,047,152	1,212,287	285,898	145,260	72,259	229,487	23,725	47.6
VICTORIA (Victoria) . . . **Over 50%:** Victoria; **20 - 49%:** Calhoun, De Witt, Goliad, Jackson, Lavaca, Refugio.	167.0	58.3	1,515,317	892,638	210,348	92,159	39,691	198,159	21,782	53.8
WACO (McLennan) . . . **Over 50%:** McLennan; **20 - 49%:** Bosque, Hill, Limestone.	248.2	91.7	2,088,234	1,349,814	352,465	119,309	57,214	299,119	37,468	50.4
WICHITA FALLS (Wichita) . . . **Over 50%:** Wichita; **20 - 49%:** Archer, Baylor, Clay, Foard, Hardeman, Jack, Knox, Montague, Throckmorton, Young.	212.6	78.9	1,909,731	1,100,687	246.632	114,227	49,432	247,219	21,886	59.1
UTAH										
PROVO-OREM (Utah) . . . **20 - 49%:** Juab, Utah.	258.8	69.0	1,508,937	935,837	225,862	157,142	51,303	179,421	27,135	44.7
SALT LAKE CITY-OGDEN (Salt Lake, Weber) . . . **Over 50%:** Box Elder, Davis, Morgan, Salt Lake, Weber; **20 - 49%:** Beaver, Carbon, Juab, Millard, Sevier, Summit, Tooele, Wasatch.	1,163.6	369.5	9,841,522	5,323,084	1,206,520	879,011	318,127	1,001,647	129,194	58.1
VERMONT										
BURLINGTON (Chittenden) . . . **Over 50%:** Chittenden; **20 - 49%:** Addison, Franklin, Grand Isle, Lamoille.	208.7	72.0	1,898,461	1,242,469	279,446	134,928	62,314	144,887	30,919	59.2
VIRGINIA										
CHARLOTTESVILLE (Albemarle) . . . **Over 50%:** Albemarle; **20 - 49%:** Fluvanna, Greene, Madison, Orange.	150.9	53.3	1,395,583	703,779	169,910	74,162	28,172	114,461	24,752	51.1
FREDERICKSBURG (Spotsylvania) . . . **Over 50%:** King George, Spotsylvania, Stafford; **20 - 49%:** Caroline.	133.9	43.0	1,157,979	536,342	131,466	65,696	19,964	94,232	14,534	64.8
HARRISONBURG (Rockingham) . . . **Over 50%:** Rockingham; **20 - 49%:** Page; W.VA.: Pendleton.	107.8	37.0	788,233	436,836	116,054	38,165	21,262	69,044	14,210	65.5

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Source: Express-News Circulation Dept. for week of Sept. 10, 1984

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S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1983									% Hslds. Cov. Total Area
	POPULATION 12/31/83		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
	Total Pop. (Thous.)	Total Households (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furnit./Furnish./Appl. ($000)	Automotive ($000)	Drug ($000)	
VA (cont.)										
JOHNSON CITY-KINGSPORT-BRISTOL (TENN.: Washington, Sullivan; VA.: Washington) . . . **Over 50%:** TENN.: Sullivan, Washington; VA.: Scott, Washington; **20 - 49%:** TENN.: Carter, Hawkins, Johnson, Unicoi; VA.: Lee, Russell, Wise.	571.5	204.6	4,477,161	2,569,848	636,703	337,258	97,325	495,913	65,236	52.4
LYNCHBURG (Campbell) . . . **Over 50%:** Amherst, Campbell; **20 - 49%:** Appomattox.	157.1	54.1	1,364,649	809,310	196,539	106,861	35,912	158,783	34,807	64.2
NORFOLK-VIRGINIA BEACH-NEWPORT NEWS (Norfolk, Newport News) . . . **Over 50%:** Isle of Wight, James City, Newport News, Norfolk, Suffolk, Virginia Beach, York; **20 - 49%:** N.C.: Currituck, Dare, Gates; VA.: Gloucester, Mathews, Middlesex, Northampton, Southampton, Surry.	1,334.3	455.6	12,025,098	6,702,244	1,441,967	825,311	360,933	1,348,732	166,260	59.7
RICHMOND-PETERSBURG (Henrico) . . . **Over 50%:** Chesterfield, Hanover, Henrico; **20 - 49%:** Amelia, Brunswick, Charles City, Cumberland, Dinwiddie, Essex, Goochland, Greensville, King and Queen, King William, Lancaster, Louisa, Lunenburg, Mecklenburg, Middlesex, New Kent, Northumberland, Nottoway, Powhatan, Prince Edward, Prince George, Richmond.	989.0	352.8	9,296,166	5,223,244	1,180,008	713,500	230,355	984,434	182,597	64.3
ROANOKE (Roanoke) . . . **Over 50%:** Botetourt, Roanoke; **20 - 49%:** Alleghany, Bedford, Craig, Floyd, Franklin, Giles, Montgomery, Pulaski, Rockbridge, Wythe.	540.7	192.1	4,541,077	2,613,363	628,526	305,204	119,088	471,468	88,929	56.0
WASHINGTON (D.C.: District of Columbia; MD.: Frederick, Montgomery, Prince George's; VA.: Fairfax) . . . **Over 50%:** D.C.: District of Columbia; MD.: Frederick, Montgomery, Prince George's; VA.: Arlington, Fairfax; **20 - 49%:** MD.: Calvert, Charles, Howard, St. Mary's; VA.: Fauquier, Loudoun, Prince William.	3,556.7	1,303.9	47,869,693	21,716,664	4,401,130	2,860,185	974,325	4,191,944	864,933	63.6
WASHINGTON										
BREMERTON (Kitsap) . . . **Over 50%:** Kitsap.	165.7	60.0	1,647,973	672,528	192,376	65,359	22,283	92,209	55,467	58.6
LONGVIEW (Cowlitz) . . . **Over 50%:** Cowlitz, Wahkiakum.	85.7	32.4	807,501	371,698	92,238	54,368	11,761	61,833	16,766	68.0
OLYMPIA (Thurston) . . . **20 - 49%:** Thurston.	138.2	52.8	1,418,664	601,066	169,415	57,795	34,075	86,276	26,440	47.6
RICHLAND-KENNEWICK-PASCO (Benton, Franklin) . . . **Over 50%:** Benton, Franklin.	159.1	57.8	1,851,460	993,868	240.176	121,858	31,812	150,280	64,562	55.7

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S&MM's SURVEY OF NEWSPAPER MARKETS

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WA (cont.)										
SEATTLE (King, Snohomish) . . . **Over 50%:** King, Snohomish; **20 - 49%:** Island, Jefferson, San Juan, Skagit.	1,817.7	712.8	22,068,969	11,113,015	2,466,908	1,278,955	481,091	1,478,745	460,372	64.7
SPOKANE (Spokane) . . . **Over 50%:** Lincoln, Spokane; **20 - 49%:** IDA.: Benewah, Bonner, Boundary, Kootenai, Shoshone; WASH.: Adams, Ferry, Pend Oreille, Stevens, Whitman.	592.5	219.7	4,961,629	2,675,685	667,874	293,956	109,393	425,478	107,737	53.7
TACOMA (Pierce) . . . **Over 50%:** Pierce.	513.3	189.9	4,513,439	2,348,179	486,858	327,798	101,892	425,286	83,893	52.3
VANCOUVER (Clark) . . . **Over 50%:** Clark.	207.5	75.8	1,995,893	766,987	192,671	118,870	23,016	98,937	32,006	57.0
WENATCHEE (Chelan) . . . **Over 50%:** Chelan, Douglas; **20 - 49%:** Grant, Okanogan.	152.2	58.2	1,256,435	723,227	221,543	47,037	20,886	93,099	44,392	47.0
YAKIMA (Yakima) . . . **Over 50%:** Yakima.	179.8	65.2	1,429,614	874,446	205,706	99,063	35,287	149,155	31,842	55.5
WEST VIRGINIA										
BECKLEY (Raleigh) . . . **Over 50%:** Raleigh; **20 - 49%:** Fayette, Summers, Wyoming.	202.4	71.1	1,427,847	919,543	264,558	126,372	36,534	189,957	27,600	41.2
BLUEFIELD (Mercer) . . . **Over 50%:** Mercer; **20 - 49%:** VA.: Bland, Tazewell.	135.6	48.3	973,098	812,230	233,988	88,084	30,372	191,682	20,136	46.3
CHARLESTON (Kanawha) . . . **Over 50%:** Kanawha; **20 - 49%:** Boone, Braxton, Clay, Fayette, Jackson, Nicholas, Pocahontas, Putnam, Roane.	467.4	171.8	4,036,929	2,486,460	613,662	364,403	80,968	582,337	82,714	56.1
CLARKSBURG (Harrison) . . . **Over 50%:** Harrison; **20 - 49%:** Doddridge, Lewis.	104.2	38.4	777,222	483,763	129,621	48,150	20,911	125,794	15,552	56.5
HUNTINGTON-ASHLAND (Cabell) . . . **Over 50%:** Cabell; **20 - 49%:** OHIO: Lawrence; W.VA.: Wayne.	217.2	80.4	1,749,601	1,085,347	261,963	155,423	56,886	181,092	43,366	45.2
PARKERSBURG-MARIETTA (Wood) . . . **Over 50%:** Wirt, Wood; **20 - 49%:** OHIO: Washington; W.VA.: Pleasants, Ritchie.	185.2	67.5	1,535,964	1,012,816	244,729	179,772	34,889	196,626	29,551	50.4
WHEELING (Ohio) . . . **Over 50%:** Marshall, Ohio; **20 - 49%:** OHIO: Belmont; W.VA.: Brooke, Wetzel.	235.2	87.7	2,010,180	1,130,003	292.349	160,781	55,798	205,784	38,678	46.9
WISCONSIN										
APPLETON-OSHKOSH-NEENAH (Outagamie, Winnebago) . . . **Over 50%:** Outagamie, Winnebago; **20 - 49%:** Calumet, Green Lake, Waupaca, Waushara.	378.1	136.3	3,662,693	1,551,336	355,165	182,392	66,050	264,044	44,386	56.7
EAU CLAIRE (Eau Claire) . . . **Over 50%:** Eau Claire; **20 - 49%:** Buffalo, Chippewa, Dunn, Pepin.	192.8	67.4	1,634,751	829,240	147,847	126,228	30,662	136,202	28,184	41.6
GREEN BAY (Brown) . . . **Over 50%:** Brown; **20 - 49%:** Door, Kewaunee, Oconto.	256.5	92.8	2,427,694	1,118,698	250,906	170,593	55,910	161,701	27,876	56.8
JANESVILLE-BELOIT (Rock) . . . **20 - 49%:** Rock, Walworth.	212.8	77.5	1,908,154	972,531	233,980	143,461	29,917	122,647	28,111	37.2
KENOSHA (Kenosha) . . . **Over 50%:** Kenosha.	122.3	44.4	1,395,791	445,504	120,958	59,646	15,933	48,055	11,862	65.9
LA CROSSE (La Crosse) . . . **Over 50%:** La Crosse; **20 - 49%:** MINN.: Houston; WIS.: Monroe, Vernon.	174.4	62.1	1,547,635	741,469	144,594	97,283	32,603	98,676	22,786	50.1
MADISON (Dane) . . . **Over 50%:** Dane; **20 - 49%:** Columbia, Grant, Green, Iowa, Juneau, Lafayette, Richland, Sauk.	580.7	219.4	5,942,492	2,896,889	565,741	262,975	156,717	406,318	72,588	44.1

S&MM'S FOUR SURVEY ISSUES

Each year *Sales & Marketing Management* publishes four *Survey* issues, which, taken together, provide a comprehensive and convenient information system for both consumer and industrial markets. The data contained in the four *Survey* issues facilitate the analysis and selection of local geographic markets as well as target customer markets, the development of appropriate sales strategies for reaching those markets, and the comparison of the costs of selling in the geographical markets.

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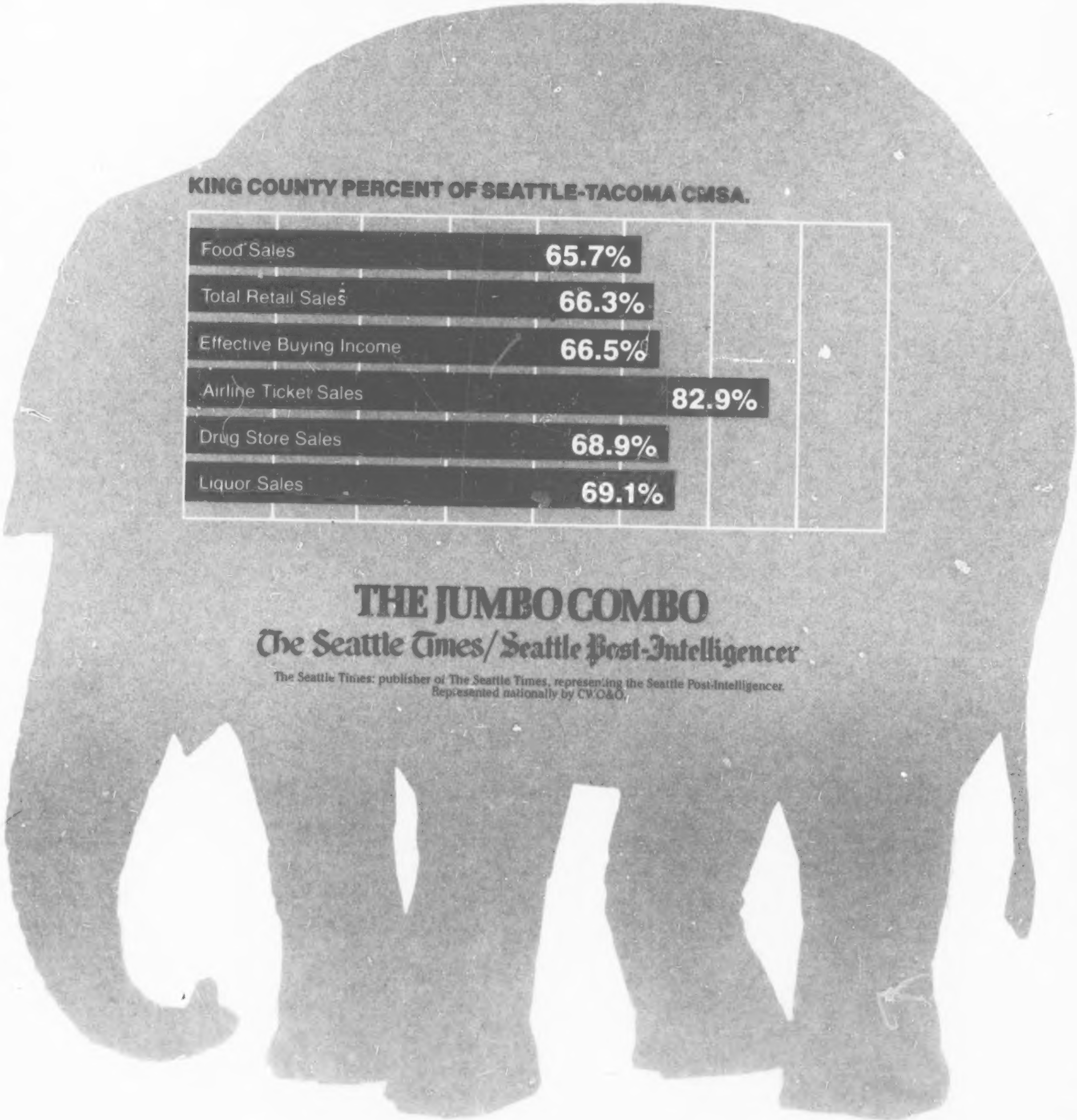

THE JUMBO COMBO

The Seattle Times/Seattle Post-Intelligencer

The Seattle Times: publisher of The Seattle Times, representing the Seattle Post-Intelligencer.
Represented nationally by CWO&O.

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WI (cont.)										
MILWAUKEE (Milwaukee) . . . **Over 50%:** Milwaukee, Ozaukee, Waukesha; **20 - 49%:** Price, Washington.	1,405.2	522.0	15,406,902	7,092,140	1,672,272	985,486	334,040	1,030,136	264,074	75.5
RACINE (Racine) . . . **Over 50%:** Racine.	171.2	60.9	1,688,705	688,641	173,358	88,723	31,484	96,117	22,063	57.8
SHEBOYGAN (Sheboygan) . . . **Over 50%:** Sheboygan.	101.2	36.4	1,016,504	418,231	112,705	68,857	10,851	60,914	15,601	70.4
WAUSAU (Marathon) . . . **Over 50%:** Marathon; **20 - 49%:** Lincoln.	141.4	50.2	1,257,067	520,479	138,571	64,482	20,984	76,269	11,116	50.8
WYOMING										
CASPER (Natrona) . . . **Over 50%:** Natrona; **20 - 49%:** Converse, Hot Springs, Johnson, Niobrara, Sublette.	114.2	42.4	1,278,054	888,760	185,268	47,805	51,154	199,255	22,392	54.2

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Data in this *Survey of Buying Power—Part II* have been organized into six sections. The black index tabs along the right-hand edge of the book provide easy access to each section.

Section E

S&MM's

22nd ANNUAL SURVEY of TV MARKETS

ALPHABETICAL LISTING OF S&MM TV MARKETS

With each county's % share of total households in ADI

(Details may not add up to 100% because of rounding.)

ABILENE-SWEETWATER, TEX.— Brown 12.4, Callahan 4.3, Coke 1.2, Coleman 3.9, Concho 1.0, Eastland 7.4, Fisher 2.0, Haskell 2.7, Jones 6.0, Kimble 1.4, King 0.2, Mitchell 3.0, Nolan 6.0, Runnels 4.1, Shackelford 1.5, Stephens 3.9, Sterling 0.4, Stonewall 0.9, Taylor 37.8. Tot. Hslds.: 112,100.

ALBANY, GA.— Atkinson 1.6, Baker 0.9, Ben Hill 4.7, Berrien 3.9, Calhoun 1.2, Coffee 7.4, Colquitt 9.9, Cook 3.6, Crisp 5.4, Dougherty 27.0, Irwin 2.6, Lanier 1.6, Lee 3.5, Mitchell 5.3, Telfair 3.1, Tift 9.0, Turner 2.4, Wilcox 2.0, Worth 4.8. Tot. Hslds.: 127,000.

ALBANY-SCHENECTADY-TROY, N.Y.— MASS.: Berkshire 11.2; N.Y.: Albany 23.1, Columbia 4.8, Fulton 4.4, Greene 3.5, Hamilton 0.4, Montgomery 4.2, Rensselaer 11.4, Saratoga 12.2, Schenectady 11.9, Schoharie 2.2, Warren 4.3, Washington 3.9; VT.: Bennington 2.7. Tot. Hslds.: 480,100.

ALBUQUERQUE, N.M.— ARIZ.: Apache (northern portion) 3.0; COLO.: Archuleta 0.4, Conejos 0.6, Costilla 0.3, La Plata 2.8, Mineral 0.1, Montezuma 1.6, Rio Grande 0.9; N.M.: Bernalillo 43.4, Cibola 2.5, Colfax 1.3, De Baca 0.3, Grant 2.3, Guadalupe 0.4, Harding 0.1, Lincoln 1.3, Los Alamos 1.7, McKinley 4.4, Mora 0.4, Quay 1.0, Rio Arriba 2.5, Sandoval 3.3, San Juan 7.9, San Miguel 2.0, Santa Fe 7.8, Sierra 1.0, Socorro 1.1, Taos 1.8, Torrance 0.8, Valencia 3.2. Tot. Hslds.: 393,200.

ALEXANDRIA, LA.— Avoyelles 16.6, Grant 7.3, Rapides 55.6, Vernon 20.4. Tot. Hslds.: 88,600.

ALEXANDRIA, MINN.— Beltrami 18.6, Cass 13.8, Douglas 18.6, Grant 4.5, Hubbard 9.7, Pope 7.6, Todd 15.5, Traverse 3.1, Wadena 8.6. Tot. Hslds.: 58,000.

ALPENA, MICH— Alcona 26.1, Alpena 73.9. Tot. Hslds.: 15,300.

AMARILLO, TEX.— KANS.: Morton 0.7; N.M.: Curry 8.7, Union 1.0; OKLA.: Cimarron 0.8, Texas 3.9; TEX.: Armstrong 0.5, Briscoe 0.6, Carson 1.4, Castro 1.9, Childress 1.6, Collingsworth 1.0, Cottle 0.7, Dallam 1.4, Deaf Smith 3.9, Donley 0.9, Gray 6.0, Hall 1.3, Hansford 1.4, Hartley 0.8, Hemphill 1.3, Hutchinson 6.0, Lipscomb 0.8, Moore 3.5, Ochiltree 2.0, Oldham 0.4, Parmer 2.0, Potter 23.1, Randall 18.1, Roberts 0.2, Sherman 0.6, Swisher 1.9, Wheeler 1.7. Tot. Hslds.: 175,900.

ANNISTON, ALA.— Calhoun 100.0. Tot. Hslds.: 42,300.

ARDMORE-ADA, OKLA.— Atoka 6.3, Bryan 16.8, Carter 23.6, Choctaw 8.7, Coal 3.2, Johnston 5.7, Love 4.4, Marshall 6.7, Pontotoc 17.8, Pushmataha 6.7. Tot. Hslds.: 75,700.

ATLANTA, GA.— ALA.: Cleburne 0.4; GA.: Banks 0.3, Barrow 0.7, Bartow 1.3, Butts 0.4, Carroll 1.8, Cherokee 1.8, Clarke 2.5, Clayton 5.1, Cobb 11.3, Coweta 1.3, Dawson 0.2, De Kalb 16.6, Douglas 1.8, Fayette 1.1, Floyd 2.6, Forsyth 1.0, Fulton 20.3, Gilmer 0.4, Gordon 1.0, Greene 0.3, Gwinnett 6.5, Habersham 0.8, Hall 2.5, Haralson 0.6, Heard 0.2, Henry 1.2, Jackson 0.8, Jasper 0.3, Lamar 0.4, Lumpkin 0.3, Meriwether 0.6, Monroe 0.5, Morgan 0.3, Newton 1.1, Oconee 0.4, Oglethorpe 0.3, Paulding 0.9, Pickens 0.4, Pike 0.3, Polk 1.0, Putnam 0.3, Rabun 0.4, Rockdale 1.3, Spalding 1.5, Towns 0.2, Troup 1.6, Union 0.3, Upson 0.8, Walton 1.0, White 0.3; N.C.: Clay 0.2. Tot. Hslds.: 1,119,500.

AUGUSTA, GA.— Burke 3.1, Columbia 7.9, Emanuel 3.4, Glascock 0.4, Hancock 1.4, Jefferson 3.1, Jenkins 1.4, Johnson 1.5, Lincoln 1.0, McDuffie 3.3, Richmond 30.5, Screven 2.5, Taliaferro 0.4, Warren 1.0, Washington 3.1, Wilkes 1.8; S.C.: Aiken 19.5, Allendale 1.7, Bamberg 2.9, Barnwell 3.3, Edgefield 2.9, McCormick 1.2, Saluda 2.8. Tot. Hslds.: 206,300.

AUSTIN, TEX.— Bastrop 3.7, Burnet 3.1, Caldwell 2.9, Fayette 2.9, Hays 5.3, Lee 1.6, Llano 1.8, Mason 0.6, Travis 66.8, Williamson 11.4. Tot. Hslds.: 281,900.

BAKERSFIELD, CALIF.— Kern (western portion) 100.0. Tot. Hslds.: 133,300.

BALTIMORE, MD.— Anne Arundel 15.5, Baltimore 29.1, Baltimore city 32.1, Caroline 1.0, Carroll 4.0, Cecil 2.4, Dorchester 1.3, Harford 5.9, Howard 5.5, Kent 0.7, Queen Anne's 1.1, Talbot 1.2. Tot. Hslds.: 856,800.

BANGOR, MAINE— Hancock 13.6, Knox 10.6, Penobscot 38.5, Piscataquis 5.3, Somerset 13.0, Waldo 8.6, Washington 10.5. Tot. Hslds.: 123,200.

BATON ROUGE, LA.— Ascension 7.2, Assumption 2.8, East Baton Rouge 55.8, East Feliciana 2.2, Iberville 4.1, Livingston 8.7, Pointe Coupee 3.4, St. Helena 1.3, St. Mary 8.3, West Baton Rouge 2.5, West Feliciana 1.0; MISS.: Amite 1.7, Wilkinson 1.2. Tot. Hslds.: 253,500.

BEAUMONT-PORT ARTHUR, TEX.— Hardin 9.2, Jasper 7.2, Jefferson 55.9, Newton 3.0, Orange 18.5, Sabine 2.2, Tyler 4.0. Tot. Hslds.: 168,900.

BEND, ORE.— Deschutes 100.0. Tot. Hslds.: 25,300.

BILLINGS-HARDIN, MONT.— Big Horn 3.7, Carbon 4.1, Custer 6.0, Garfield 0.7, Golden Valley 0.5, Musselshell 2.2, Park 6.2, Petroleum 0.2, Rosebud 4.6, Stillwater 2.5, Sweet Grass 1.5, Treasure 0.5, Wheatland 1.0, Yellowstone 51.5; WYO.: Big Horn 5.0, Park 9.9. Tot. Hslds.: 88,200.

BILOXI-GULFPORT-PASCAGOULA, MISS.— Harrison 94.5, Stone 5.5. Tot. Hslds.: 60,200.

BINGHAMTON, N.Y.— Broome 51.0, Chenango 11.6, Delaware 10.9, Tioga 11.6; PA.: Bradford 14.9. Tot. Hslds.: 154,400.

BIRMINGHAM, ALA.— Bibb 1.1, Blount 2.8, Cherokee 1.4, Chilton 2.4, Clay 0.9, Coosa 0.8, Cullman 4.7, Etowah 7.7, Fayette 1.4, Greene 0.7, Hale 1.0, Jefferson 51.5, Marion 2.3, Perry 0.9, St. Clair 3.1, Shelby 5.1, Talladega 5.2, Walker 5.1, Winston 1.7. Tot. Hslds.: 496,400.

BLUEFIELD-BECKLEY-OAK HILL, W.VA.— VA.: Bland 1.5, Tazewell 12.8; W.VA.: Fayette 14.8, Greenbrier 10.0, McDowell 11.2, Mercer 19.6, Monroe 3.2, Raleigh 22.8, Summers 3.9. Tot. Hslds.: 142,300.

BOISE, IDA.— Ada 46.5, Adams 0.8, Boise 0.9, Camas 0.2, Canyon 19.5, Elmore 4.6, Gem 2.9, Gooding 3.0, Owyhee 1.8, Payette 3.9, Valley 1.4, Washington 2.1; ORE.: Baker 4.0, Grant 2.0, Malheur 6.3. Tot. Hslds.: 153,200.

BOSTON, MASS.— Barnstable 3.5, Essex 12.1, Middlesex 25.0, Nantucket 0.1, Norfolk 11.1, Plymouth 7.4, Suffolk 12.8, Worcester 12.0; N.H.: Belknap 0.9, Cheshire 1.2, Hillsborough 5.3, Merrimack 1.9, Rockingham 3.7, Strafford 1.6, Sullivan 0.7; VT.: Windham 0.8. Tot. Hslds.: 1,952,200.

BOWLING GREEN, KY.— Adair 13.2, Hart 13.0, Metcalfe 8.4, Warren 65.4. Tot. Hslds.: 43,100.

BRISTOL-KINGSPORT-JOHNSON CITY, TENN.— KY.: Letcher 4.1; N.C.: Avery 1.9; TENN.: Carter 7.0, Greene 7.3, Hawkins 5.9, Johnson 1.9, Sullivan 20.3, Unicoi 2.2, Washington 12.1; VA.: Bristol city 2.7, Buchanan 4.6, Dickenson 2.6, Lee 3.5, Norton city 0.7, Russell 4.3, Scott 3.2, Smyth 4.3, Washington 6.0, Wise 5.6. Tot. Hslds.: 271,700.

BUFFALO, N.Y.— Allegany 2.8, Cattaraugus 4.9, Chautauqua 8.7, Erie 58.5, Genesee 3.3, Niagara 13.3, Orleans 2.2, Wyoming 2.2; PA.: McKean 3.0, Potter 1.0. Tot. Hslds.: 622,400.

BURLINGTON-PLATTSBURGH, VT.— N.Y.: Clinton 12.4, Essex 6.3, Franklin 7.2; VT.: Addison 4.7, Caledonia 4.5, Chittenden 19.2, Franklin 5.6, Grand Isle 0.8, Lamoille 3.0, Orange 3.9, Orleans 3.9, Rutland 10.0, Washington 9.1, Windsor 9.3. Tot. Hslds.: 216,300.

CASPER-RIVERTON, WYO.— Converse 9.5, Fremont 24.1, Hot Springs 3.9, Johnson 4.6, Natrona 51.7, Washakie 6.3. Tot. Hslds.: 54,900.

CEDAR RAPIDS-WATERLOO-DUBUQUE, IOWA— Allamakee 1.7, Benton 2.9, Black Hawk 15.9, Bremer 2.9, Buchanan 2.6, Butler 2.1, Chickasaw 1.8, Clayton 2.5, Delaware 2.1, Dubuque 10.0, Fayette 3.0, Grundy 1.7, Iowa 1.9, Johnson 10.3, Jones 2.3, Keokuk 1.6, Linn 20.6, Tama 2.2, Washington 2.4, Winneshiek 2.4; WISC.: Crawford 1.9, Grant 5.5. Tot. Hslds.: 318,200.

CHARLESTON, S.C.— Berkeley 18.4, Charleston 49.9, Colleton 5.7, Dorchester 11.9, Georgetown 7.8, Williamsburg 6.2. Tot. Hslds.: 195,300.

CHARLESTON-HUNTINGTON, W.VA.— KY.: Boyd 3.9, Carter 1.7, Elliott 0.5, Floyd 3.4, Greenup 2.6, Johnson 1.7, Lawrence 1.0, Lewis 1.0, Magoffin 0.9, Martin 0.9, Morgan 0.8, Pike 5.6; OHIO: Athens 3.6, Gallia 2.1, Jackson 2.1, Lawrence 4.4, Meigs 1.7, Scioto 5.9, Vinton 0.8, Washington 4.4; W.VA.: Boone 2.0, Cabell 7.6, Calhoun 0.6, Clay 0.8, Jackson 1.7, Kanawha 16.5, Lincoln 1.5, Logan 3.2, Mason 1.9, Mingo 2.4, Nicholas 1.9, Pleasants 0.5, Putnam 2.7, Roane 1.0, Wayne 3.1, Webster 0.8, Wirt 0.3, Wyoming 2.3. Tot. Hslds.: 530,400.

CHARLOTTE, N.C.— Alexander 1.5, Anson 1.4, Ashe 1.4, Burke 4.3, Cabarrus 5.1, Caldwell 3.9, Catawba 6.3, Cleveland 4.7, Gaston 9.2, Iredell 4.8, Lincoln 2.6, Mecklenburg 25.0, Richmond 2.6, Rowan 5.9, Stanly 2.9, Union 3.9, Watauga 1.9; S.C.: Chester 1.6, Chesterfield 2.2, Lancaster 3.0, York 6.1. Tot. Hslds.: 639,600.

CHATTANOOGA, TENN.— ALA.: Jackson 6.6; GA.: Catoosa 4.7, Chattooga 2.6, Dade 1.4, Fannin 2.0, Murray 2.6, Walker 6.8, Whitfield 8.1; N.C.: Cherokee 2.5; TENN.: Bledsoe 1.1, Bradley 8.5, Grundy 1.6, Hamilton 36.7, McMinn 5.2, Marion 3.0, Meigs 0.9, Polk 1.6, Rhea 3.0, Sequatchie 1.1. Tot. Hslds.: 292,100.

CHEYENNE, WYO.— NEB.: Banner 0.6, Morrill 4.8, Scotts Bluff 28.6; WYO.: Goshen 9.5, Laramie 56.5. Tot. Hslds.: 49,600.

CHICAGO, ILL.— Cook 62.5, De Kalb 0.8, Du Page 8.5, Grundy 0.4, Kane 3.3, Kankakee 1.2, Kendall 0.5, Lake 5.1, La Salle 1.4, Livingston 0.5, McHenry 1.8, Will 3.7; IND.: Jasper 0.3, Lake 5.6, La Porte 1.2, Newton 0.2, Porter 1.4; WISC.: Kenosha 1.5. Tot. Hslds.: 3,038,800.

CHICO-REDDING, CALIF.— Butte 43.4, Glenn 5.7, Modoc 2.4, Shasta 33.9, Tehama 11.1, Trinity 3.6. Tot. Hslds.: 148,200.

CINCINNATI, OHIO— IND.: Dearborn 1.7, Fayette 1.4, Franklin 0.9, Ohio 0.3, Ripley 1.2, Switzerland 0.4, Union 0.3; KY.: Boone 2.4, Bracken 0.4, Campbell 4.0, Carroll 0.5, Gallatin 0.3, Grant 0.7, Kenton 7.0, Mason 0.9, Owen 0.5, Pendleton 0.6, Robertson 0.1; OHIO: Adams 1.3, Brown 1.6, Butler 13.2, Clermont 6.5, Clinton 1.8, Hamilton 45.7, Highland 1.8, Warren 4.6. Tot. Hslds.: 719,900.

CLARKSBURG-WESTON, W.VA.— Barbour 7.0, Braxton 6.1, Doddridge 3.0, Gilmer 3.5, Harrison 33.8, Lewis 8.1, Randolph 12.1, Ritchie 5.0, Taylor 7.1, Tucker 4.0, Upshur 10.2. Tot. Hslds.: 85,400.

CLEVELAND, OHIO— Ashland 1.2, Ashtabula 2.7, Cuyahoga 39.9, Erie 2.1, Geauga 1.8, Holmes 0.6, Huron 1.4, Lake 5.5, Lorain 6.8, Medina 2.8, Portage 3.4, Richland 3.4, Stark 9.8, Summit 13.8, Tuscarawas 2.3, Wayne 2.5. Tot. Hslds.: 1,407,800.

COLORADO SPRINGS-PUEBLO, COLO.— Baca 0.9, Bent 1.0, Cheyenne 0.4, Crowley 0.5, Custer 0.3, El Paso 59.5, Fremont 5.5, Huerfano 1.2, Kiowa 0.3, Las Animas 2.7, Otero 3.9, Pueblo 23.0, Saguache 0.7. Tot. Hslds.: 205,100.

COLUMBIA, S.C.— Calhoun 1.6, Clarendon 3.5, Fairfield 2.5, Kershaw 5.5, Lee 2.3, Lexington 21.6, Newberry 4.5, Orangeburg 11.0, Richland 36.2, Sumter 11.3. Tot. Hslds.: 259,300.

COLUMBIA-JEFFERSON CITY, MO.— Audrain 7.0, Boone 27.3, Callaway 8.2, Chariton 2.9, Cole 15.3, Cooper 3.9, Howard 2.6, Maries 2.1, Miller 5.3, Moniteau 3.1, Morgan 4.1, Osage 2.9, Phelps 8.6, Randolph 6.8. Tot. Hslds.: 139,000.

COLUMBUS, GA.— ALA.: Barbour 4.7, Chambers 7.7, Lee 16.3, Randolph 4.0, Russell 9.2; GA.: Chattahoochee 1.7, Clay 0.7, Dooly 2.0, Harris 3.3, Macon 2.6, Marion 0.9, Muscogee 32.6, Quitman 0.4, Randolph 1.8, Schley 0.6, Stewart 1.0, Sumter 5.3, Talbot 1.1, Taylor 1.4, Terrell 2.2, Webster 0.4. Tot. Hslds.: 181,500.

COLUMBUS-TUPELO, MISS.— ALA.: Lamar 4.0, Pickens 4.7; MISS.: Calhoun 3.7, Chickasaw 4.0, Choctaw 2.0, Clay 4.7, Itawamba 5.0, Lee 14.4, Lowndes 13.2, Monroe 8.3, Montgomery 3.0, Noxubee 2.7, Oktibbeha 7.8, Pontotoc 5.2, Prentiss 5.8, Tishomingo 4.8, Webster 2.4, Winston 4.4. Tot. Hslds.: 150,900.

COLUMBUS, OHIO— Coshocton 2.2, Crawford 2.9, Delaware 3.1, Fairfield 5.5, Fayette 1.6, Franklin 54.3, Hocking 1.5, Knox 2.7, Licking 7.2, Madison 1.8, Marion 3.9, Morgan 0.8, Morrow 1.5, Perry 1.8, Pickaway 2.4, Pike 1.4, Ross 3.7, Union 1.7. Tot. Hslds.: 631,100.

CORPUS CHRISTI, TEX.— Aransas 3.8, Bee 5.4, Brooks 1.6, Duval 2.5, Jim Hogg 1.1, Jim Wells 7.4, Kenedy 0.1, Kleberg 6.6, Nueces 57.5, Refugio 1.9, San Patricio 12.0. Tot. Hslds.: 164,600.

DALLAS-FT. WORTH, TEX.— Anderson 1.0, Bosque 0.4, Collin 4.0, Comanche 0.3, Cooke 0.8, Dallas 43.9, Delta 0.1, Denton 4.3, Ellis 1.5, Erath 0.7, Fannin 0.7, Freestone 0.4, Grayson 2.5, Hamilton 0.3, Henderson 1.3, Hill 0.7, Hood 0.6, Hopkins 0.7, Hunt 1.5, Johnson 1.9, Kaufman 1.0, Lamar 1.2, Limestone 0.5, Navarro 1.0, Palo Pinto 0.6, Parker 1.2, Rains 0.2, Rockwall 0.4, Somervell 0.1, Tarrant 23.8, Van Zandt 0.9, Wise 0.7, Wood 0.7. Tot. Hslds.: 1,474,700.

DAVENPORT-ROCK ISLAND-MOLINE, IOWA— ILL.: Bureau 4.4, Carroll 2.1, Henderson 1.0, Henry 6.3, Jo Daviess 2.7, Knox 7.0, Lee 3.9, Mercer 2.2, Rock Island 18.8, Warren 2.4, Whiteside 7.2; IOWA: Cedar 2.1, Clinton 6.2, Des Moines 5.3, Henry 2.1, Jackson 2.4, Louisa 1.3, Muscatine 4.5, Scott 18.1. Tot. Hslds.: 339,000.

DAYTON, OHIO— IND.: Randolph 2.2, Wayne 5.6; OHIO: Auglaize 3.2, Champaign 2.6, Clark 11.3, Darke 4.2, Greene 9.5, Logan 3.1, Miami 6.9, Montgomery 45.4, Preble 2.9, Shelby 3.2. Tot. Hslds.: 482,500.

DENVER, COLO.— Adams 10.0, Alamosa 0.4, Arapahoe 14.2, Boulder 8.3, Chaffee 0.5, Clear Creek 0.3, Denver 22.8, Douglas 1.0, Eagle 0.7, Elbert 0.3, Garfield 1.0, Gilpin 0.1, Grand 0.4, Gunnison 0.4, Hinsdale 0.0, Jackson 0.1, Jefferson 16.1, Kit Carson 0.3, Lake 0.3, Larimer 6.6, Lincoln 0.2, Logan 0.8, Moffat 0.6, Morgan 0.9, Park 0.3, Phillips 0.2, Pitkin 0.5, Prowers 0.5, Rio Blanco 0.3, Routt 0.6, Sedgwick 0.1, Summit 0.5, Teller 0.4, Washington 0.2, Weld 5.0, Yuma 0.4; NEB.: Box Butte 0.6, Cheyenne 0.4, Dawes 0.4, Deuel 0.1, Keith 0.4, Kimball 0.2; WYO.: Albany 1.2, Carbon 0.8, Niobrara 0.1, Platte 0.5. Tot. Hslds.: 985,900.

ALPHABETICAL LISTING OF S&MM TV MARKETS

With each county's % share of total households in ADI

(Details may not add up to 100% because of rounding.)

DES MOINES, IOWA— Adair 1.0, Appanoose 1.7, Boone 2.7, Calhoun 1.4, Carroll 2.2, Clarke 0.9, Dallas 3.2, Decatur 0.9, Greene 1.3, Guthrie 1.3, Hamilton 1.9, Hardin 2.2, Humboldt 1.4, Jasper 3.8, Lucas 1.2, Madison 1.3, Mahaska 2.4, Marion 3.0, Marshall 4.4, Monroe 0.9, Pocahontas 1.1, Polk 33.4, Poweshiek 1.9, Ringgold 0.6, Story 6.9, Union 1.5, Wapello 4.2, Warren 3.5, Wayne 0.9, Webster 4.6, Wright 1.7, MO.: Mercer 0.5. Tot. Hslds.: 369,600.

DETROIT, MICH.— Lapeer 1.4, Livingston 2.1, Macomb 14.4, Monroe 2.7, Oakland 22.2, St. Clair 2.9, Sanilac 0.9, Washtenaw 5.8, Wayne 47.8. Tot. Hslds.: 1,661,600.

DOTHAN, ALA.— Coffee 14.1, Dale 15.2, Geneva 8.8, Henry 5.5, Houston 29.0; FLA.: Holmes 5.8, Jackson 13.9; GA.: Early 4.5, Seminole 3.2. Tot. Hslds.: 100,000.

DULUTH-SUPERIOR, MINN.— MICH.: Gogebic 4.1; MINN.: Aitkin 3.0, Carlton 5.9, Cook 1.0, Itasca 9.2, Koochiching 3.5, Lake 2.5, St. Louis 47.0; WISC.: Ashland 3.6, Bayfield 3.1, Douglas 9.5, Iron 1.5, Sawyer 2.9, Washburn 3.1. Tot. Hslds.: 174,500.

EL CENTRO-YUMA, CALIF.— ARIZ.: Yuma 48.6; CALIF.: Imperial 51.4. Tot. Hslds.: 60,500.

EL PASO, TEX.— N.M.: Dona Ana 16.3, Hidalgo 1.0, Luna 2.8, Otero 7.1; TEX.: Culberson 0.5, El Paso 72.1, Hudspeth 0.4. Tot. Hslds.: 219,100.

ELMIRA, N.Y.— Chemung 40.8, Steuben 42.5; PA.: Tioga 16.7. Tot. Hslds.: 85,800.

ERIE, PA.— Crawford 21.6, Erie 67.0, Warren 11.4. Tot. Hslds.: 151,700.

EUGENE, ORE.— Coos 14.4, Douglas 21.2, Lane 64.5. Tot. Hslds.: 164,900.

EUREKA, CALIF.— Del Norte 12.9, Humboldt 74.8; ORE.: Curry 12.3. Tot. Hslds.: 56,700.

EVANSVILLE, IND.— ILL.: Edwards 1.3, Gallatin 1.1, Wabash 2.0, Wayne 2.9, White 2.8; IND.: Dubois 4.6, Gibson 4.8, Perry 2.5, Pike 2.0, Posey 3.6, Spencer 2.5, Vanderburgh 24.5, Warrick 5.9; KY.: Daviess 12.2, Hancock 1.1, Henderson 6.1, Hopkins 6.8, McLean 1.4, Muhlenberg 4.4, Ohio 3.1, Union 2.2, Webster 2.2. Tot. Hslds.: 263,700.

FARGO, N.D.— MINN.: Becker 5.1, Clay 8.0, Clearwater 1.4, Kittson 1.1, Lake of the Woods 0.7, Mahnomen 0.8, Marshall 2.1, Norman 1.6, Otter Tail 9.1, Pennington 2.7, Polk 5.9, Red Lake 0.8, Roseau 2.1, Wilkin 1.3; N.D.: Barnes 2.5, Benson 1.2, Cass 17.0, Cavalier 1.2, Dickey 1.2, Eddy 0.7, Foster 0.8, Grand Forks 11.1, Griggs 0.7, La Moure 1.1, Nelson 0.9, Pembina 1.8, Ramsey 2.3, Ransom 1.1, Richland 3.2, Sargent 0.9, Steele 0.5, Stutsman 4.3, Towner 0.7, Traill 1.6, Walsh 2.6. Tot. Hslds.: 212,200.

FLAGSTAFF, ARIZ.— Coconino 100.0. Tot. Hslds.: 26,200.

FLINT-SAGINAW-BAY CITY, MICH.— Arenac 1.3, Bay 9.6, Clare 2.2, Genesee 36.7, Gladwin 1.8, Gratiot 3.1, Huron 3.1, Iosco 2.5, Isabella 4.0, Midland 6.0, Ogemaw 1.5, Saginaw 18.0, Shiawassee 5.5, Tuscola 4.4. Tot. Hslds.: 423,700.

FLORENCE, S.C.— Darlington 16.1, Dillon 7.3, Florence 29.1, Horry 31.2, Marion 8.6, Marlboro 7.7. Tot. Hslds.: 135,300.

FT. MYERS-NAPLES, FLA.— Charlotte 16.9, Collier 23.5, Glades 1.4, Hendry 3.8, Lee 54.5. Tot. Hslds.: 183,700.

FT. SMITH, ARK.— Crawford 9.9, Franklin 4.1, Logan 5.1, Madison 3.1, Scott 2.7, Sebastian 27.1, Washington 27.6; OKLA.: Le Flore 11.8, Sequoyah 8.6. Tot. Hslds.: 137,900.

FT. WAYNE, IND.— Adams 4.3, Allen 45.5, De Kalb 5.0, Huntington 5.4, Jay 3.5, Noble 5.4, Steuben 4.1, Wabash 5.3, Wells 3.9, Whitley 4.0; OHIO: Mercer 5.6, Paulding 3.2, Van Wert 4.9. Tot. Hslds.: 232,000.

FRESNO, CALIF.— Fresno 50.9, Kings 6.6, Madera 6.3, Merced 12.9, Tulare 23.3. Tot. Hslds.: 387,400.

GAINESVILLE, FLA.— Alachua 81.8, Dixie 4.0, Gilchrist 3.2, Levy 11.1. Tot. Hslds.: 75,100.

GLENDIVE, MONT.— Dawson 86.5, Prairie 13.5. Tot. Hslds.: 5,200.

GRAND JUNCTION, COLO.— Delta 16.2, Mesa 62.1, Montrose 17.4, Ouray 1.3, San Juan 0.5, San Miguel 2.5. Tot. Hslds.: 55,600.

GRAND RAPIDS-KALAMAZOO-BATTLE CREEK, MICH.— Allegan 5.0, Barry 2.9, Branch 2.5, Calhoun 8.8, Ionia 2.9, Kalamazoo 13.6, Kent 28.6, Mecosta 2.0, Montcalm 3.0, Muskegon 9.6, Newaygo 2.3, Oceana 1.4, Ottawa 9.4, St. Joseph 3.6, Van Buren 4.3. Tot. Hslds.: 564,600.

GREAT FALLS, MONT.— Blaine 3.8, Cascade 46.4, Chouteau 3.3, Fergus 7.5, Glacier 5.3, Hill 10.1, Judith Basin 1.5, Liberty 1.4, Meagher 1.2, Phillips 3.0, Pondera 3.8, Teton 3.8, Toole 3.5, Valley 5.6. Tot. Hslds.: 66,400.

GREEN BAY, WISC.— MICH.: Delta 3.8, Dickinson 2.7, Menominee 2.6, Schoolcraft 0.8; WISC.: Brown 18.4, Calumet 3.0, Door 2.9, Fond du Lac 8.7, Green Lake 2.0, Kewaunee 1.9, Manitowoc 8.3, Marinette 4.2, Menominee 0.2, Oconto 3.1, Outagamie 13.0, Shawano 3.7, Waupaca 4.5, Waushara 2.1, Winnebago 14.0. Tot. Hslds.: 353,800.

GREENSBORO-WINSTON SALEM-HIGH POINT, N.C.— Alamance 7.8, Alleghany 0.8, Caswell 1.4, Davidson 9.0, Davie 2.0, Forsyth 20.4, Guilford 25.6, Montgomery 1.7, Randolph 7.5, Rockingham 6.6, Stokes 2.7, Surry 4.7, Wilkes 4.7, Yadkin 2.3; VA.: Grayson 1.3, Patrick 1.4. Tot. Hslds.: 473,800.

GREENVILLE-NEW BERN-WASHINGTON, N.C.— Beaufort 6.9, Bertie 3.3, Carteret 8.1, Craven 11.7, Duplin 6.7, Edgecombe 8.8, Greene 2.5, Hyde 1.0, Jones 1.5, Lenoir 10.0, Martin 4.0, Onslow 15.3, Pamlico 1.7, Pitt 15.5, Tyrrell 0.6, Washington 2.3. Tot. Hslds.: 216,300.

GREENVILLE-SPARTANBURG-ASHEVILLE, S.C.— GA.: Elbert 1.2, Franklin 1.0, Hart 1.1, Madison 1.1, Stephens 1.3; N.C.: Buncombe 10.9, Graham 0.4, Haywood 3.0, Henderson 4.3, Jackson 1.5, McDowell 2.2, Macon 1.5, Madison 1.0, Mitchell 0.9, Polk 0.9, Rutherford 3.5, Swain 0.7, Transylvania 1.5, Yancey 0.9; S.C.: Abbeville 1.4, Anderson 8.8, Cherokee 2.4, Greenville 18.8, Greenwood 3.7, Laurens 3.0, Oconee 3.2, Pickens 4.9, Spartanburg 13.0, Union 1.8. Tot. Hslds.: 591,300.

GREENWOOD-GREENVILLE, MISS.— Bolivar 17.1, Carroll 4.1, Grenada 9.2, Humphreys 5.5, Leflore 16.4, Sunflower 12.2, Tallahatchie 6.5, Washington 29.0. Tot. Hslds.: 79,700.

HAGERSTOWN, MD.— Washington 100.0. Tot. Hslds.: 41,000.

HARRISBURG-YORK-LANCASTER-LEBANON, PA.— Adams 5.0, Cumberland 13.7, Dauphin 18.5, Juniata 1.4, Lancaster 26.5, Lebanon 8.0, Perry 2.7, York 24.0. Tot. Hslds.: 500,700.

HARRISONBURG, VA.— Harrisonburg city 22.6, Rockingham 49.3; W.VA.: Grant 10.0, Hardy 10.0, Pendleton 8.1. Tot. Hslds.: 37,100.

HARTFORD-NEW HAVEN, CONN.— Hartford 36.6, Litchfield 7.3, Middlesex 6.1, New Haven 34.5, New London 10.7, Tolland 4.7. Tot. Hslds.: 806,800.

HOUSTON, TEX.— Austin 0.5, Brazoria 4.6, Calhoun 0.5, Chambers 0.5, Colorado 0.5, Fort Bend 3.9, Galveston 5.5, Grimes 0.4, Harris 72.0, Jackson 0.4, Liberty 1.4, Matagorda 1.1, Montgomery 4.0, Polk 0.8, San Jacinto 0.4, Trinity 0.3, Walker 1.0, Waller 0.5, Washington 0.6, Wharton 1.1. Tot. Hslds.: 1,388,100.

HUNTSVILLE-DECATUR-FLORENCE, ALA.— Colbert 8.2, De Kalb 8.4, Franklin 4.3, Lauderdale 12.1, Lawrence 4.1, Limestone 6.4, Madison 29.0, Marshall 10.2, Morgan 13.4; TENN.: Lincoln 3.9. Tot. Hslds.: 251,100.

IDAHO FALLS-POCATELLO, IDA.— Bannock 22.2, Bingham 10.6, Blaine 4.3, Bonneville 20.8, Butte 1.0, Cassia 5.7, Clark 0.3, Custer 1.5, Fremont 3.4, Jefferson 4.5, Lemhi 2.8, Madison 5.0, Minidoka 6.1, Power 2.3, Teton 0.8; WYO.: Lincoln 4.3, Teton 4.3. Tot. Hslds.: 106,200.

INDIANAPOLIS, IND.— Bartholomew 3.0, Blackford 0.7, Boone 1.7, Brown 0.6, Carroll 0.9, Cass 1.8, Clinton 1.4, Decatur 1.0, Delaware 5.5, Fountain 0.8, Grant 3.4, Hamilton 3.9, Hancock 1.9, Hendricks 3.1, Henry 2.3, Howard 4.0, Jennings 1.0, Johnson 3.5, Madison 6.3, Marion 36.0, Miami 1.7, Monroe 4.5, Montgomery 1.6, Morgan 2.3, Owen 0.8, Putnam 1.2, Rush 0.8, Shelby 1.8, Tipton 0.8, Warren 0.4, White 1.2. Tot. Hslds.: 791,800.

JACKSON, MISS.— Adams 4.6, Attala 2.5, Claiborne 1.4, Copiah 3.2, Franklin 1.1, Hinds 33.7, Holmes 2.6, Issaquena 0.3, Jefferson 1.0, Jefferson Davis 1.6, Lawrence 1.6, Leake 2.4, Lincoln 3.9, Madison 5.3, Pike 4.7, Rankin 9.5, Scott 3.2, Sharkey 0.8, Simpson 2.9, Smith 1.9, Walthall 1.7, Warren 6.7, Yazoo 3.3. Tot. Hslds.: 274,200.

JACKSON, TENN.— Carroll 18.8, Hardin 15.3, Henderson 15.1, Madison 50.8. Tot. Hslds.: 54,300.

JACKSONVILLE, FLA.— Baker 1.3, Bradford 1.8, Clay 6.5, Columbia 3.5, Duval 56.9, Hamilton 0.8, Nassau 3.3, Putnam 5.3, St. Johns 5.7, Suwannee 2.2, Union 0.6; GA.: Brantley 0.9, Camden 1.3, Charlton 0.6, Clinch 0.6, Glynn 5.4, Ware 3.3. Tot. Hslds.: 387,400.

JOHNSTOWN-ALTOONA, PA.— Bedford 5.6, Blair 16.6, Cambria 21.3, Cameron 0.9, Centre 12.6, Clearfield 9.9, Elk 4.4, Forest 0.6, Fulton 1.6, Huntingdon 4.9, Jefferson 6.1, Mifflin 5.7, Somerset 9.9. Tot. Hslds.: 305,100.

JONESBORO, ARK.— Clay 11.8, Craighead 34.3, Greene 17.5, Lawrence 10.4, Randolph 9.4, Sharp 9.3; MO.: Ripley 7.3. Tot. Hslds.: 67,000.

JOPLIN-PITTSBURG, MO.— ARK.: Benton 18.3; KANS.: Allen 3.7, Bourbon 3.9, Cherokee 5.1, Crawford 9.0, Labette 5.8, Neosho 4.1, Wilson 2.8, Woodson 1.0; MO.: Barton 2.6, Jasper 19.5, McDonald 3.3, Newton 9.0, Vernon 4.3; OKLA.: Ottawa 7.5. Tot. Hslds.: 174,800.

KANSAS CITY, MO.— KANS.: Anderson 0.5, Atchison 0.9, Doniphan 0.5, Douglas 3.6, Franklin 1.3, Jefferson 0.8, Johnson 15.6, Leavenworth 2.6, Linn 0.5, Miami 1.2, Wyandotte 9.1; MO.: Andrew 0.7, Bates 0.9, Caldwell 0.5, Carroll 0.7, Cass 2.7, Clay 7.5, Clinton 0.9, Daviess 0.5, De Kalb 0.4, Grundy 0.7, Henry 1.1, Jackson 34.6, Johnson 1.8, Lafayette 1.6, Linn 0.9, Livingston 0.9, Pettis 2.0, Platte 2.6, Ray 1.1, Saline 1.4. Tot. Hslds.: 699,500.

KNOXVILLE, TENN.— KY.: Bell 2.9, Harlan 3.6, Knox 2.6, Leslie 1.2, McCreary 1.3, Russell 1.4, Wayne 1.5, Whitley 3.1; TENN.: Anderson 6.2, Blount 7.2, Campbell 3.1, Claiborne 2.2, Cocke 2.6, Cumberland 2.7, Fentress 1.3, Grainger 1.5, Hamblen 4.7, Hancock 0.6, Jefferson 2.7, Knox 30.0, Loudon 2.6, Monroe 2.5, Morgan 1.4, Roane 4.4, Scott 1.6, Sevier 4.0, Union 1.1. Tot. Hslds.: 413,600.

LA CROSSE-EAU CLAIRE, WISC.— MINN.: Houston 3.9, Winona 9.8; WISC.: Buffalo 3.3, Chippewa 11.3, Eau Claire 18.4, Jackson 3.9, Juneau 5.2, La Crosse 21.0, Monroe 7.9, Rusk 3.5, Trempealeau 6.0, Vernon 6.0. Tot. Hslds.: 160,500.

LAFAYETTE, IND.— Benton 7.9, Tippecanoe 92.1. Tot. Hslds.: 45,800.

LAFAYETTE, LA.— Acadia 10.1, Allen 3.9, Evangeline 6.1, Iberia 11.2, Jefferson Davis 5.7, Lafayette 31.3, St. Landry 15.1, St. Martin 7.2, Vermilion 9.3. Tot. Hslds.: 193,600.

LAKE CHARLES, LA.— Beauregard 14.4, Calcasieu 81.2, Cameron 4.5. Tot. Hslds.: 76,400.

LANSING, MICH.— Clinton 8.6, Eaton 15.3, Hillsdale 6.7, Ingham 45.0, Jackson 24.3. Tot. Hslds.: 211,200.

LAREDO, TEX.— Webb 92.6, Zapata 7.4. Tot. Hslds.: 32,300.

LAS VEGAS, NEV.— Clark 98.1, Lincoln 0.7, Nye (southern portion) 1.2. Tot. Hslds.: 211,800.

LAUREL-HATTIESBURG, MISS.— Covington 6.9, Forrest 30.7, Jones 28.0, Lamar 11.0, Marion 11.1, Perry 4.3, Wayne 8.0. Tot. Hslds.: 79,800.

LEXINGTON, KY.— Anderson 1.5, Bath 1.2, Bourbon 2.2, Boyle 3.0, Breathitt 1.7, Casey 1.8, Clark 3.4, Clay 2.4, Estill 1.6, Fayette 25.8, Fleming 1.4, Franklin 5.3, Garrard 1.3, Harrison 1.7, Jackson 1.3, Jessamine 3.1, Knott 1.9, Laurel 4.6, Lee 0.9, Lincoln 2.2, Madison 5.7, Menifee 0.5, Mercer 2.3, Montgomery 2.4, Nicholas 0.8, Owsley 0.6, Perry 3.7, Powell 1.2, Pulaski 5.7, Rockcastle 1.6, Rowan 2.0, Scott 2.5, Wolfe 0.8, Woodford 2.0. Tot. Hslds.: 317,300.

LIMA, OHIO— Allen 100.0. Tot. Hslds.: 40,900.

LINCOLN-HASTINGS-KEARNEY, NEB.— KANS.: Cloud 1.9, Jewell 0.8, Phillips 1.1, Republic 1.2, Smith 0.9, Washington 1.3; NEB.: Adams 4.7, Antelope 1.3, Boone 1.0, Brown 0.7, Buffalo 5.0, Chase 0.7, Clay 1.2, Custer 2.0, Dawson 3.4, Fillmore 1.2, Franklin 0.7, Frontier 0.5, Furnas 1.0, Gage 3.5, Garfield 0.4, Gosper 0.3, Greeley 0.5, Hall 7.2, Hamilton 1.3, Harlan 0.7, Hayes 0.2, Holt 2.0, Howard 0.9, Jefferson 1.4, Kearney 1.0, Lancaster 30.1, Loup 0.1, Merrick 1.3, Nance 0.7, Nuckolls 1.0, Perkins 0.5, Phelps 1.4, Platte 4.1, Polk 0.9, Red Willow 1.9, Rock 0.4, Saline 2.0, Sherman 0.6, Thayer 1.1, Valley 0.9, Webster 0.7, Wheeler 0.2, York 2.2. Tot. Hslds.: 255,800.

LITTLE ROCK, ARK.— Arkansas 2.0, Bradley 1.1, Calhoun 0.5, Clark 1.8, Cleburne 1.7, Cleveland 0.7, Conway 1.6, Dallas 0.9, Desha 1.5, Drew 1.4, Faulkner 3.9, Garland 6.9, Grant 1.1, Hot Spring 2.3, Independence 2.7, Jackson 1.8, Jefferson 7.0, Johnson 1.5, Lincoln 0.9, Lonoke 2.8, Monroe 1.1, Montgomery 0.7, Nevada 0.9, Ouachita 2.5, Perry 0.6, Pike 0.9, Polk 1.5, Pope 3.4, Prairie 0.9, Pulaski 29.7, Saline 4.4, Searcy 0.8, Stone 0.8, Van Buren 1.3, White 4.2, Woodruff 0.9, Yell 1.5. Tot. Hslds.: 435,200.

LOS ANGELES, CALIF.— Inyo 0.2, Kern (eastern portion) 0.5, Los Angeles 64.1, Orange 17.7, Riverside (western portion) 4.9, San Bernardino 8.0, Ventura 4.5. Tot. Hslds.: 4,406,600.

LOUISVILLE, KY.— IND.: Clark 6.3, Crawford 0.7, Floyd 4.3, Harrison 1.9, Jackson 2.6, Jefferson 2.1, Lawrence 3.1, Orange 1.3, Scott 1.4, Washington 1.5; KY.: Breckinridge 1.2, Bullitt 2.9, Grayson 1.5, Green 0.8, Hardin 5.3, Henry 0.9, Jefferson 50.1, Larue 0.9, Marion 1.1, Meade 1.5, Nelson 1.8, Oldham 1.8, Shelby 1.7, Spencer 0.4, Taylor 1.6, Trimble 0.4, Washington 0.7. Tot. Hslds.: 515,300.

ALPHABETICAL LISTING OF S&MM TV MARKETS
With each county's % share of total households in ADI

(Details may not add up to 100% because of rounding.)

LUBBOCK, TEX.— N.M.: Roosevelt 3.6. TEX.: Bailey 1.8, Borden 0.2, Cochran 0.9, Crosby 1.8, Dawson 3.5, Dickens 0.9, Floyd 2.1, Gaines 2.9, Garza 1.2, Hale 8.3, Hockley 5.3, Kent 0.3, Lamb 4.2, Lubbock 51.1, Lynn 1.8, Motley 0.5, Scurry 4.5, Terry 3.2, Yoakum 2.0. Tot. Hslds.: 157,900.

MACON, GA.— Baldwin 7.5, Bibb 37.9, Bleckley 2.5, Crawford 1.7, Dodge 4.2, Houston 19.6, Jones 4.3, Laurens 9.2, Peach 4.8, Pulaski 2.2, Treutlen 1.5, Twiggs 2.2, Wilkinson 2.4. Tot. Hslds.: 142,800.

MADISON, WISC.— Columbia 8.2, Dane 65.1, Green 5.8, Iowa 3.6, Lafayette 3.1, Marquette 2.5, Richland 3.2, Sauk 8.4. Tot. Hslds.: 198,700.

MANKATO, MINN.— IOWA: Emmet 21.6. MINN.: Blue Earth 78.4. Tot. Hslds.: 23,100.

MARQUETTE, MICH.— Alger 5.9, Baraga 5.5, Houghton 23.4, Iron 9.7, Keweenaw 1.3, Marquette 45.4, Ontonagon 6.0. WISC.: Florence 2.7. Tot. Hslds.: 54,600.

MCALLEN-BROWNSVILLE, TEX.— Cameron 39.4, Hidalgo 52.6, Starr 5.0, Willacy 2.9. Tot. Hslds.: 171,400.

MEDFORD, ORE.— CALIF.: Siskiyou 14.1. ORE.: Jackson 44.4, Josephine 20.2, Klamath 18.8, Lake 2.5. Tot. Hslds.: 117,800.

MEMPHIS, TENN.— ARK.: Crittenden 2.9, Cross 1.2, Lee 0.8, Mississippi 3.4, Phillips 2.0, Poinsett 1.6, St. Francis 1.7. MISS.: Alcorn 2.3, Benton 0.4, Coahoma 2.1, De Soto 3.4, Lafayette 2.0, Marshall 1.7, Panola 1.7, Quitman 0.7, Tate 1.1, Tippah 1.2, Tunica 0.5, Union 1.5, Yalobusha 0.9. MO.: Pemiscot 1.5. TENN.: Chester 0.8, Crockett 0.9, Dyer 2.3, Fayette 1.4, Gibson 3.3, Hardeman 1.4, Haywood 1.2, Lauderdale 1.5, McNairy 1.6, Shelby 49.1, Tipton 2.0. Tot. Hslds.: 557,500.

MERIDIAN, MISS.— ALA.: Choctaw 7.0, Marengo 10.5, Sumter 6.7. MISS.: Clarke 7.7, Jasper 7.5, Kemper 4.2, Lauderdale 36.3, Neshoba 11.0, Newton 9.0. Tot. Hslds.: 78,800.

MIAMI, FLA.— Broward 40.7, Dade 56.7, Monroe 2.5. Tot. Hslds.: 1,138,200.

MILWAUKEE, WISC.— Dodge 3.7, Jefferson 3.4, Milwaukee 53.2, Ozaukee 3.4, Racine 8.8, Sheboygan 5.3, Walworth 3.9, Washington 4.3, Waukesha 14.0. Tot. Hslds.: 689,200.

MINNEAPOLIS-ST. PAUL, MINN.— Anoka 5.8, Benton 0.8, Big Stone 0.2, Brown 0.9, Carver 1.1, Chippewa 0.5, Chisago 0.8, Cottonwood 0.5, Crow Wing 1.4, Dakota 6.3, Goodhue 1.2, Hennepin 32.4, Isanti 0.7, Kanabec 0.4, Kandiyohi 1.2, Lac qui Parle 0.3, Le Sueur 0.7, Lyon 0.8, McLeod 0.9, Martin 0.8, Meeker 0.7, Mille Lacs 0.6, Morrison 0.9, Nicollet 0.8, Pine 0.6, Ramsey 15.2, Redwood 0.6, Renville 0.6, Rice 1.3, Scott 1.3, Sherburne 0.9, Sibley 0.5, Stearns 3.0, Steele 0.9, Stevens 0.3, Swift 0.4, Wabasha 0.6, Waseca 0.6, Washington 3.4, Watonwan 0.4, Wright 1.8, Yellow Medicine 0.4. WISC.: Barron 1.3, Burnett 0.4, Dunn 1.0, Pepin 0.2, Pierce 0.9, Polk 1.1, St. Croix 1.3. Tot. Hslds.: 1,152,900.

MINOT-BISMARCK-DICKINSON, N.D.— MONT.: Daniels 0.7, McCone 0.6, Richland 3.3, Roosevelt 2.4, Sheridan 1.4, Wibaux 0.4; N.D.: Adams 0.9, Billings 0.3, Bottineau 2.4, Bowman 1.1, Burke 1.1, Burleigh 15.7, Divide 0.9, Dunn 1.1, Emmons 1.4, Golden Valley 0.6, Grant 1.1, Hettinger 1.1, Kidder 1.0, Logan 0.9, McHenry 2.0, McIntosh 1.4, McKenzie 1.9, McLean 3.3, Mercer 3.6, Morton 6.8, Mountrail 2.0, Oliver 0.6, Pierce 1.4, Renville 0.9, Rolette 2.6, Sheridan 0.7, Sioux 0.6, Slope 0.3, Stark 6.5, Ward 15.0, Wells 1.9, Williams 6.6; S.D.: Campbell 0.6, Corson 1.1, Walworth 1.9. Tot. Hslds.: 140,400.

MISSOULA-BUTTE, MONT.— Beaverhead 2.2, Broadwater 1.1, Deer Lodge 3.1, Flathead 15.5, Gallatin 12.2, Granite 0.7, Jefferson 2.0, Lake 5.4, Lewis and Clark 13.1, Madison 1.6, Mineral 1.0, Missoula 22.8, Powell 1.8, Ravalli 7.0, Silver Bow 10.4. Tot. Hslds.: 135,900.

MOBILE-PENSACOLA, ALA.— Baldwin 7.5, Clarke 2.3, Conecuh 1.3, Escambia 3.2, Mobile 32.8, Monroe 1.9, Washington 1.4; FLA.: Escambia 21.5, Okaloosa 10.2, Santa Rosa 5.3; MISS.: George 1.3, Greene 0.8, Jackson 10.5. Tot. Hslds.: 404,600.

MONROE-EL DORADO, LA.— ARK.: Ashley 4.8, Chicot 3.0, Union 9.4; LA.: Caldwell 2.3, Catahoula 2.3, Concordia 4.3, East Carroll 2.0, Franklin 4.5, Jackson 3.6, La Salle 3.6, Lincoln 7.3, Madison 3.1, Morehouse 6.6, Ouachita 27.5, Richland 4.1, Tensas 1.5, Union 4.2, West Carroll 2.5, Winn 3.4. Tot. Hslds.: 187,500.

MONTGOMERY, ALA.— Autauga 6.6, Bullock 2.0, Butler 4.3, Covington 8.4, Crenshaw 3.0, Elmore 9.0, Lowndes 2.1, Macon 4.9, Montgomery 43.1, Pike 5.7, Tallapoosa 8.2, Wilcox 2.6. Tot. Hslds.: 172,300.

NASHVILLE, TENN.— KY.: Allen 0.9, Barren 2.1, Butler 0.6, Christian 3.3, Clinton 0.5, Cumberland 0.5, Edmonson 0.6, Logan 1.4, Monroe 0.7, Simpson 0.9, Todd 0.7, Trigg 0.5. TENN.: Bedford 1.6, Benton 0.9, Cannon 0.6, Cheatham 1.3, Clay 0.5, Coffee 2.2, Davidson 28.6, Decatur 0.7, De Kalb 0.8, Dickson 1.8, Franklin 1.7, Giles 1.4, Henry 1.8, Hickman 0.8, Houston 0.4, Humphreys 0.9, Jackson 0.5, Lawrence 1.9, Lewis 0.5, Macon 0.9, Marshall 1.2, Maury 2.9, Montgomery 4.6, Moore 0.2, Overton 1.0, Perry 0.4, Pickett 0.2, Putnam 2.8, Robertson 2.1, Rutherford 4.6, Smith 0.9, Stewart 0.5, Sumner 4.9, Trousdale 0.4, Van Buren 0.2, Warren 1.9, Wayne 0.8, White 1.1, Williamson 3.3, Wilson 3.3. Tot. Hslds.: 641,000.

NEW ORLEANS, LA.— Jefferson 28.1, Lafourche 4.6, Orleans 34.3, Plaquemines 1.3, St. Bernard 3.7, St. Charles 2.2, St. James 1.0, St. John the Baptist 1.8, St. Tammany 7.2, Tangipahoa 4.7, Terrebonne 5.3, Washington 2.5. MISS.: Hancock 1.5, Pearl River 1.9. Tot. Hslds.: 631,800.

NEW YORK, N.Y.— CONN.: Fairfield 4.3. N.J.: Bergen 4.6, Essex 4.5, Hudson 3.1, Hunterdon 0.5, Middlesex 3.1, Monmouth 2.8, Morris 2.1, Ocean 2.3, Passaic 2.4, Somerset 1.1, Sussex 0.7, Union 2.7. N.Y.: Bronx 6.0, Dutchess 1.3, Kings 12.3, Nassau 6.5, New York (Manhattan) 11.1, Orange 1.4, Putnam 0.4, Queens 11.1, Richmond 1.9, Rockland 1.3, Suffolk 6.3, Sullivan 0.4, Ulster 0.9, Westchester 4.8, PA.: Pike 0.1. Tot. Hslds.: 6,623,600.

NORFOLK-PORTSMOUTH-NEWPORT NEWS-HAMPTON, VA.— N.C.: Camden 0.4, Chowan 1.0, Currituck 1.0, Dare 1.3, Gates 0.6, Hertford 1.5, Northampton 1.5, Pasquotank 2.1, Perquimans 0.7. VA.: Accomack 2.3, Chesapeake city 8.1, Franklin city 0.5, Gloucester 1.7, Hampton city 8.7, Isle of Wight 1.5, James City 1.7, Mathews 0.7, Newport News city 10.8, Norfolk city 17.3, Northampton 1.1, Poquoson city 0.6, Portsmouth city 7.3, Southampton 1.1, Suffolk city 3.2, Surry 0.4, Virginia Beach city 20.1, Williamsburg city 0.6, York 2.3. Tot. Hslds.: 499,900.

NORTH PLATTE, NEB.— Arthur 1.3, Blaine 1.9, Hooker 2.5, Lincoln 88.1, Logan 2.5, McPherson 1.3, Thomas 2.5. Tot. Hslds.: 16,000.

ODESSA-MIDLAND, TEX.— N.M.: Lea (southern portion) 1.9. TEX.: Andrews 3.7, Brewster 2.1, Crane 1.3, Crockett 1.3, Ector 35.0, Glasscock 0.3, Howard 9.1, Jeff Davis 0.4, Loving 0.1, Martin 1.2, Midland 26.3, Pecos 3.5, Presidio 1.3, Reagan 1.0, Reeves 3.6, Terrell 0.4, Upton 1.2, Ward 3.7, Winkler 2.6. Tot. Hslds.: 134,700.

OKLAHOMA CITY, OKLA.— Alfalfa 0.5, Beckham 1.5, Blaine 1.0, Caddo 2.1, Canadian 4.0, Cleveland 9.4, Custer 1.9, Dewey 0.4, Ellis 0.4, Garfield 4.4, Garvin 2.0, Grady 2.8, Grant 0.5, Greer 0.5, Harmon 0.3, Harper 0.3, Hughes 1.0, Kay 3.5, Kingfisher 1.0, Kiowa 0.9, Lincoln 2.0, Logan 1.8, McClain 1.4, Major 0.6, Murray 0.9, Noble 0.8, Okfuskee 0.8, Oklahoma 40.1, Payne 4.2, Pottawatomie 3.9, Roger Mills 0.4, Seminole 1.9, Washita 1.0, Woods 0.7, Woodward 1.5. Tot. Hslds.: 594,800.

OMAHA, NEB.— IOWA: Adams 0.6, Audubon 0.9, Cass 2.0, Crawford 2.0, Fremont 1.1, Harrison 1.8, Mills 1.4, Montgomery 1.6, Page 2.2, Pottawattamie 9.3, Shelby 1.6, Taylor 1.0; MO.: Atchison 0.9; NEB.: Burt 1.0, Butler 1.0, Cass 2.2, Colfax 1.1, Cuming 1.2, Dodge 3.9, Douglas 43.9, Johnson 0.6, Nemaha 0.9, Otoe 1.6, Pawnee 0.4, Richardson 1.3, Sarpy 8.6, Saunders 2.0, Seward 1.6, Stanton 0.7, Washington 1.7. Tot. Hslds.: 346,100.

ORLANDO-DAYTONA BEACH-MELBOURNE, FLA.— Brevard 18.3, Flagler 0.9, Lake 7.3, Marion 8.4, Orange 29.6, Osceola 3.7, Seminole 11.8, Sumter 1.5, Volusia 18.5. Tot. Hslds.: 652,500.

OTTUMWA-KIRKSVILLE, IOWA— Davis 11.7, Jefferson 20.6, Van Buren 11.3; MO.: Adair 31.6, Putnam 7.9, Schuyler 6.9, Sullivan 10.0. Tot. Hslds.: 29,100.

PADUCAH-CAPE GIRARDEAU-HARRISBURG-MARION, KY.— ILL.: Alexander 1.4, Franklin 5.3, Hamilton 1.1, Hardin 0.6, Jackson 7.1, Jefferson 4.5, Johnson 1.1, Massac 1.8, Pope 0.5, Pulaski 1.0, Saline 3.6, Union 2.2, Williamson 6.9; KY.: Ballard 1.0, Caldwell 1.5, Calloway 3.3, Carlisle 0.6, Crittenden 1.0, Fulton 0.9, Graves 3.9, Hickman 0.6, Livingston 1.1, Lyon 0.7, McCracken 7.1, Marshall 3.0; MO.: Bollinger 1.2, Butler 4.3, Cape Girardeau 6.4, Carter 0.6, Dunklin 4.0, Mississippi 1.6, New Madrid 2.3, Reynolds 0.8, Scott 4.3, Stoddard 3.2, Wayne 1.4; TENN.: Lake 0.7, Obion 3.6, Weakley 3.5. Tot. Hslds.: 341,700.

PALM SPRINGS, CALIF.— Riverside (central portion) 100.0. Tot. Hslds.: 52,300.

PANAMA CITY, FLA.— Bay 59.5, Calhoun 5.2, Franklin 4.3, Gulf 5.5, Liberty 2.3, Walton 14.0, Washington 9.1. Tot. Hslds.: 64,900.

PARKERSBURG, W.VA.— Wood 100.0. Tot. Hslds.: 34,900.

PEORIA, ILL.— Fulton 7.7, McLean 20.7, Marshall 2.5, Mason 3.5, Peoria 34.8, Putnam 1.1, Stark 1.3, Tazewell 22.9, Woodford 5.5. Tot. Hslds.: 218,200.

PHILADELPHIA, PA.— DEL.: Kent 1.4, New Castle 5.6, N.J.: Atlantic 3.0, Burlington 4.9, Camden 6.7, Cape May 1.5, Cumberland 1.8, Gloucester 2.8, Mercer 4.3, Salem 0.9, Warren 1.2, PA.: Berks 4.8, Bucks 6.8, Chester 4.5, Delaware 7.6, Lehigh 4.2, Monroe 1.1, Montgomery 9.3, Northampton 3.3, Philadelphia 24.1. Tot. Hslds.: 2,538,600.

PHOENIX, ARIZ.— Apache (southern portion) 0.4, Gila 1.8, Graham 0.9, Greenlee 0.5, La Paz 0.7, Maricopa 80.9, Mohave 3.3, Navajo 2.6, Pinal 4.0, Yavapai 4.1. CALIF.: Riverside (eastern portion) 0.7. Tot. Hslds.: 790,700.

PITTSBURGH, PA.— MD.: Garrett 0.8; OHIO: Columbiana 3.4; PA.: Allegheny 43.9, Armstrong 2.4, Beaver 5.9, Butler 4.3, Clarion 1.2, Fayette 4.8, Greene 1.2, Indiana 2.6, Lawrence 3.1, Venango 1.9, Washington 6.5, Westmoreland 11.7. W.VA.: Hancock 1.2, Marion 2.0, Monongalia 2.3, Preston 0.9. Tot. Hslds.: 1,240,800.

PORTLAND, ORE.— Benton 3.1, Clackamas 11.1, Clatsop 1.6, Columbia 1.7, Crook 0.6, Gilliam 0.1, Harney 0.4, Hood River 0.8, Jefferson 0.5, Lincoln 2.0, Linn 4.2, Marion 9.6, Multnomah 29.1, Polk 2.1, Sherman 0.1, Tillamook 1.1, Union 1.1, Wasco 1.0, Washington 12.7, Wheeler 0.1, Yamhill 2.6; WASH.: Clark 9.4, Cowlitz 3.9, Klickitat 0.8, Skamania 0.4, Wahkiakum 0.2. Tot. Hslds.: 804,400.

PORTLAND-POLAND SPRING, MAINE— Androscoggin 11.5, Cumberland 26.3, Franklin 3.3, Kennebec 13.0, Lincoln 3.2, Oxford 5.8, Sagadahoc 3.5, York 17.2, N.H.: Carroll 3.9, Coos 4.0, Grafton 7.6; VT.: Essex 0.7. Tot. Hslds.: 317,800.

PRESQUE ISLE, MAINE— Aroostook 100.0. Tot. Hslds.: 29,700.

PROVIDENCE-NEW BEDFORD, R.I.— CONN.: Windham 6.0; MASS.: Bristol 31.0, Dukes 0.8, R.I.: Bristol 2.8, Kent 10.1, Newport 5.3, Providence 38.1, Washington 6.0. Tot. Hslds.: 563,200.

QUINCY-HANNIBAL, ILL.— Adams 21.8, Brown 1.8, Cass 4.5, Hancock 7.5, McDonough 10.6, Pike 6.1, Schuyler 2.6, Scott 1.8; IOWA: Lee 13.0; MO.: Clark 2.4, Knox 1.7, Lewis 3.1, Macon 4.9, Marion 8.6, Monroe 2.8, Ralls 2.7, Scotland 1.7, Shelby 2.4. Tot. Hslds.: 125,500.

RALEIGH-DURHAM, N.C.— Chatham 2.2, Cumberland 13.9, Durham 10.2, Franklin 1.8, Granville 1.9, Halifax 3.2, Harnett 3.7, Hoke 1.1, Johnston 4.5, Lee 2.3, Moore 3.6, Nash 4.3, Orange 5.2, Person 1.8, Sampson 3.0, Scotland 1.9, Vance 2.2, Wake 20.7, Warren 0.9, Wayne 5.9, Wilson 3.9, VA.: Mecklenburg 1.7. Tot. Hslds.: 587,100.

RAPID CITY, S.D.— MONT.: Carter 0.6, Fallon 1.5, Powder River 0.9; NEB.: Garden 1.0, Grant 0.3, Sheridan 3.0, Sioux 0.7; S.D.: Bennett 1.0, Butte 3.5, Custer 2.6, Fall River 3.6, Haakon 1.0, Harding 0.6, Jackson 1.3, Lawrence 7.8, Meade 7.8, Pennington 29.2, Perkins 1.9, Shannon 2.5, Ziebach 0.6; WYO.: Campbell 12.1, Crook 2.2, Sheridan 11.2, Weston 2.9. Tot. Hslds.: 95,300.

RENO, NEV.— CALIF.: Alpine 0.2, El Dorado (eastern portion) 7.7, Lassen 5.0, Mono 2.8, Placer (eastern portion) 2.1; NEV.: Carson City 8.4, Churchill 3.4, Douglas 5.3, Esmeralda 0.2, Eureka 0.3, Humboldt 2.5, Lander 1.1, Lyon 3.7, Mineral 1.3, Nye (northern portion) 1.3, Pershing 0.8, Storey 0.4, Washoe 53.4. Tot. Hslds.: 185,700.

RICHMOND, VA.— Albemarle 5.0, Amelia 0.6, Augusta 4.3, Brunswick 1.1, Buckingham 0.9, Caroline 1.4, Charles City 0.5, Charlottesville city 3.1, Chesterfield 12.0, Colonial Heights city 1.3, Cumberland 0.6, Dinwiddie 1.4, Emporia city 0.4, Essex 0.7, Fluvanna 0.9, Goochland 0.9, Greene 0.7, Greensville 0.7, Hanover 4.0, Henrico 16.3, Hopewell city 2.0, King and Queen 0.5, King William 0.8, Lancaster 0.9, Louisa 1.5, Lunenburg 1.0, Madison 0.8, Middlesex 0.7, New Kent 0.8, Northumberland 0.9, Nottoway 1.2, Orange 1.6, Petersburg city 3.4, Powhatan 0.9, Prince Edward 1.1, Prince George 1.4, Richmond 0.6, Richmond city 19.3, Staunton city 1.7, Sussex 0.8, Waynesboro city 1.3. Tot. Hslds.: 441,800.

ROANOKE-LYNCHBURG, VA.— Alleghany 1.3, Amherst 2.7, Appomattox 1.2, Bath 0.6, Bedford 3.4, Bedford city 0.6, Botetourt 2.4, Buena Vista city 0.7, Campbell 4.4, Carroll 2.7, Charlotte 1.2, Clifton Forge city 0.5, Covington city 0.9, Craig 0.4, Danville city 4.9, Floyd 1.2, Franklin 3.6, Galax city 0.8, Giles 1.8, Halifax 2.7, Henry 5.7, Highland 0.3, Lexington city 0.6, Lynchburg city 7.0, Martinsville city 1.8, Montgomery 6.3, Nelson 1.2, Pittsylvania 6.6, Pulaski 3.7, Radford city 1.1, Roanoke 7.3, Roanoke city 11.7, Rockbridge 1.8, Salem city 2.5, South Boston city 0.7, Wythe 2.7; W.VA.: Pocahontas 1.0. Tot. Hslds.: 353,300.

ROCHESTER, N.Y.— Livingston 5.6, Monroe 76.3, Ontario 9.4, Wayne 8.8. Tot. Hslds.: 346,600.

ROCHESTER-MASON CITY-AUSTIN, MINN.— IOWA: Cerro Gordo 13.2, Floyd 5.0, Franklin 3.6, Hancock 3.7, Howard 2.9, Kossuth 5.5, Mitchell 3.2, Winnebago 3.5, Worth 2.5; MINN.: Dodge 3.6, Faribault

ALPHABETICAL LISTING OF S&MM TV MARKETS

With each county's % share of total households in ADI

(Details may not add up to 100% because of rounding.)

5.0, Fillmore 5.4, Freeborn 9.2, Mower 10.1, Olmsted 23.5. Tot. Hslds.: 145,300.

ROCKFORD, ILL.— Boone 5.5, Ogle 9.2, Stephenson 9.9, Winnebago 49.0; WISC.: Rock 26.5. Tot. Hslds.: 192,000.

ROSWELL, N.M.— Chaves 36.1, Eddy 31.7, Lea (northern portion) 32.2. Tot. Hslds.: 55,900.

SACRAMENTO-STOCKTON, CALIF.— Amador 1.0, Calaveras 1.0, Colusa 0.5, Contra Costa (eastern portion) 3.0, El Dorado (western portion) 3.0, Mariposa 0.6, Nevada 2.7, Placer (western portion) 5.2, Plumas 0.9, Sacramento 37.8, San Joaquin 15.3, Sierra 0.2, Solano (eastern portion) 6.1, Stanislaus 11.7, Sutter 2.3, Tuolumne 1.6, Yolo 5.1, Yuba 2.1. Tot. Hslds.: 906,100.

ST. JOSEPH, MO.— Buchanan 63.5, Gentry 5.9, Harrison 8.2, Holt 5.3, Nodaway 15.0, Worth 2.1. Tot. Hslds.: 51,200.

ST. LOUIS, MO.— ILL.: Bond 0.6, Calhoun 0.2, Clinton 1.1, Fayette 0.8, Greene 0.6, Jersey 0.7, Macoupin 1.9, Madison 8.8, Marion 1.7, Monroe 0.7, Montgomery 1.2, Perry 0.8, Randolph 1.2, St. Clair 9.0, Washington 0.6; MO.: Crawford 0.7, Franklin 2.5, Gasconade 0.5, Iron 0.4, Jefferson 5.0, Lincoln 0.8, Madison 0.4, Montgomery 0.4, Perry 0.6, Pike 0.6, St. Charles 5.1, Ste. Genevieve 0.5, St. Francois 1.5, St. Louis 33.8, St. Louis city 16.3, Warren 0.5, Washington 0.6. Tot. Hslds.: 1,045,800.

SALINAS-MONTEREY, CALIF.— Monterey 53.6, San Benito 4.6, Santa Cruz 41.8. Tot. Hslds.: 196,800.

SALISBURY, MD.— DEL.: Sussex 46.4; MD.: Somerset 8.1, Wicomico 29.8, Worcester 15.8. Tot. Hslds.: 81,900.

SALT LAKE CITY, UTAH— COLO.: Dolores 0.1; IDA.: Bear Lake 0.5, Caribou 0.6, Franklin 0.5, Oneida 0.2; NEV.: Elko 1.4, White Pine 0.6; UTAH: Beaver 0.3, Box Elder 1.9, Cache 3.6, Carbon 1.5, Daggett 0.0, Davis 8.4, Duchesne 0.8, Emery 0.7, Garfield 0.2, Grand 0.6, Iron 1.1, Juab 0.3, Kane 0.3, Millard 0.6, Morgan 0.3, Piute 0.1, Rich 0.1, Salt Lake 40.9, San Juan 0.6, Sanpete 0.9, Sevier 0.9, Summit 0.7, Tooele 1.6, Uintah 1.3, Utah 12.3, Wasatch 0.5, Washington 1.7, Wayne 0.1, Weber 9.3; WYO.: Sublette 0.3, Sweetwater 3.1, Uinta 1.2. Tot. Hslds.: 549,300.

SAN ANGELO, TEX.— Irion 1.2, McCulloch 8.3, Menard 2.1, Schleicher 2.4, Sutton 4.5, Tom Green 81.5. Tot. Hslds.: 42,100.

SAN ANTONIO, TEX.— Atascosa 1.8, Bandera 0.7, Bexar 68.8, Blanco 0.4, Comal 3.0, De Witt 1.4, Dimmit 0.7, Edwards 0.1, Frio 0.8, Gillespie 1.1, Goliad 0.4, Gonzales 1.2, Guadalupe 3.5, Karnes 0.9, Kendall 0.9, Kerr 2.5, Kinney 0.2, La Salle 0.4, Lavaca 1.5, Live Oak 0.7, McMullen 0.1, Maverick 1.8, Medina 1.6, Real 0.2, Uvalde 1.5, Val Verde 2.3, Wilson 1.2, Zavala 0.6. Tot. Hslds.: 521,600.

SAN DIEGO, CALIF.— San Diego 100.0. Tot. Hslds.: 749,300.

SAN FRANCISCO, CALIF.— Alameda 21.5, Contra Costa (western portion) 11.6, Lake 0.9, Marin 4.5, Mendocino 1.3, Napa 1.9, San Francisco 14.3, San Mateo 11.4, Santa Clara 24.4, Solano (western portion) 1.8, Sonoma 6.3. Tot. Hslds.: 2,086,500.

SANTA BARBARA-SANTA MARIA-SAN LUIS OBISPO, CALIF.— San Luis Obispo 36.3, Santa Barbara 63.7. Tot. Hslds.: 185,900.

SARASOTA, FLA.— Sarasota 100.0. Tot. Hslds.: 103,800.

SAVANNAH, GA.— Appling 2.8, Bacon 1.7, Bryan 1.9, Bulloch 6.0, Candler 1.4, Chatham 37.4, Effingham 3.5, Evans 1.6, Jeff Davis 2.1, Liberty 6.2, Long 0.9, McIntosh 1.5, Montgomery 1.2, Pierce 2.1, Tattnall 3.0, Toombs 4.2, Wayne 3.6, Wheeler 0.9; S.C.: Beaufort 12.2, Hampton 3.4, Jasper 2.7. Tot. Hslds.: 196,100.

SEATTLE-TACOMA, WASH.— Clallam 1.9, Grays Harbor 2.2, Island 1.6, Jefferson 0.6, King 45.5, Kitsap 5.2, Kittitas (western portion) 0.2, Lewis 1.9, Mason 1.1, Pacific 0.6, Pierce 16.5, San Juan 0.3, Skagit 2.3, Snohomish 11.7, Thurston 4.6, Whatcom 3.7. Tot. Hslds.: 1,148,900.

SELMA, ALA.— Dallas 100.0. Tot. Hslds.: 17,500.

SHREVEPORT-TEXARKANA, LA.— ARK.: Columbia 2.0, Hempstead 1.9, Howard 1.1, Lafayette 0.8, Little River 1.0, Miller 3.0, Sevier 1.2; LA.: Bienville 1.3, Bossier 6.6, Caddo 21.3, Claiborne 1.4, De Soto 2.1, Natchitoches 3.1, Red River 0.8, Sabine 2.2, Webster 3.6; OKLA.: McCurtain 3.0; TEX.: Bowie 6.4, Camp 0.8, Cass 2.5, Franklin 0.7, Gregg 8.9, Harrison 4.3, Marion 1.0, Morris 1.2, Nacogdoches 4.0, Panola 1.8, Red River 1.4, Rusk 3.6, San Augustine 0.7, Shelby 2.0, Titus 1.9, Upshur 2.6. Tot. Hslds.: 460,800.

SIOUX CITY, IOWA— Buena Vista 5.4, Cherokee 4.2, Clay 5.4, Dickinson 4.5, Ida 2.3, Monona 3.1, O'Brien 4.3, Palo Alto 3.3, Plymouth 6.0, Sac 3.6, Sioux 7.1, Woodbury 25.4; NEB.: Cedar 2.6, Dakota 4.2, Dixon 1.7, Madison 8.1, Pierce 2.1, Thurston 1.6, Wayne 2.2; S.D.: Union 2.8. Tot. Hslds.: 149,100.

SIOUX FALLS-MITCHELL, S.D.— IOWA: Lyon 2.0, Osceola 1.4; MINN.: Jackson 2.1, Lincoln 1.2, Murray 1.7, Nobles 3.3, Pipestone 1.8, Rock 1.6; NEB.: Boyd 0.6, Cherry 1.1, Keya Paha 0.2, Knox 1.8; S.D.: Aurora 0.5, Beadle 3.2, Bon Homme 1.3, Brookings 3.7, Brown 6.1, Brule 0.9, Buffalo 0.2, Charles Mix 1.4, Clark 0.8, Clay 2.1, Codington 3.5, Davison 3.1, Day 1.3, Deuel 0.8, Dewey 0.6, Douglas 0.6, Edmunds 0.8, Faulk 0.5, Grant 1.4, Gregory 0.9, Hamlin 0.8, Hand 0.8, Hanson 0.5, Hughes 2.5, Hutchinson 1.5, Hyde 0.3, Jerauld 0.5, Jones 0.3, Kingsbury 1.1, Lake 1.7, Lincoln 2.2, Lyman 0.6, McCook 1.0, McPherson 0.6, Marshall 0.9, Mellette 0.3, Miner 0.6, Minnehaha 19.2, Moody 1.0, Potter 0.6, Roberts 1.6, Sanborn 0.5, Spink 1.4, Stanley 0.4, Sully 0.3, Todd 0.9, Tripp 1.2, Turner 1.5, Yankton 3.0. Tot. Hslds.: 233,600.

SOUTH BEND-ELKHART, IND.— Elkhart 17.8, Fulton 2.6, Kosciusko 8.0, La Grange 3.0, Marshall 5.1, Pulaski 1.8, St. Joseph 31.0, Starke 2.8; MICH.: Berrien 21.5, Cass 6.3. Tot. Hslds.: 277,800.

SPOKANE, WASH.— IDA.: Benewah 0.9, Bonner 2.9, Boundary 0.8, Clearwater 1.1, Idaho 1.6, Kootenai 7.2, Latah 3.2, Lewis 0.4, Nez Perce 3.8, Shoshone 1.9; MONT.: Lincoln 1.9, Sanders 1.1; ORE.: Wallowa 0.9; WASH.: Adams 1.4, Asotin 2.0, Chelan 5.6, Columbia 0.5, Douglas 2.8, Ferry 0.6, Garfield 0.3, Grant 5.5, Lincoln 1.1, Okanogan 3.7, Pend Oreille 1.0, Spokane 40.8, Stevens 3.2, Whitman 3.9. Tot. Hslds.: 333,200.

SPRINGFIELD, MASS.— Franklin 11.0, Hampden 68.9, Hampshire 20.2. Tot. Hslds.: 234,100.

SPRINGFIELD, MO.— ARK.: Baxter 4.5, Boone 3.8, Carroll 2.5, Fulton 1.5, Izard 1.7, Marion 1.7, Newton 1.0; MO.: Barry 3.5, Benton 1.8, Camden 3.2, Cedar 1.8, Christian 3.2, Dade 1.1, Dallas 1.6, Dent 2.0, Douglas 1.6, Greene 26.4, Hickory 1.0, Howell 4.1, Laclede 3.4, Lawrence 4.0, Oregon 1.4, Ozark 1.2, Polk 2.5, Pulaski 3.5, St. Clair 1.2, Shannon 1.0, Stone 2.5, Taney 3.2, Texas 2.9, Webster 2.7, Wright 2.2. Tot. Hslds.: 280,600.

SPRINGFIELD-DECATUR-CHAMPAIGN, ILL.— Champaign 17.3, Christian 4.1, Coles 5.6, De Witt 2.0, Douglas 2.2, Effingham 3.4, Ford 1.7, Iroquois 3.5, Logan 3.3, Macon 14.4, Menard 1.3, Morgan 4.1, Moultrie 1.5, Piatt 1.8, Sangamon 20.9, Shelby 2.6, Vermilion 10.3. Tot. Hslds.: 352,700.

SYRACUSE, N.Y.— Cayuga 7.6, Cortland 4.7, Madison 5.9, Oneida (western portion) 8.5, Onondaga 46.5, Oswego 10.9, Schuyler 1.7, Seneca 3.2, Tompkins 8.6, Yates 2.3. Tot. Hslds.: 367,500.

TALLAHASSEE, FLA.— Gadsden 8.2, Jefferson 2.4, Lafayette 1.0, Leon 38.9, Madison 3.1, Taylor 4.0, Wakulla 2.8; GA.: Brooks 3.3, Decatur 5.6, Echols 0.5, Grady 4.3, Lowndes 15.7, Miller 1.7, Thomas 8.5. Tot. Hslds.: 155,600.

TAMPA-ST. PETERSBURG, FLA.— Citrus 2.9, De Soto 0.7, Hardee 0.7, Hernando 2.4, Highlands 2.2, Hillsborough 26.5, Manatee 7.1, Pasco 9.8, Pinellas 35.1, Polk 12.7. Tot. Hslds.: 984,600.

TERRE HAUTE, IND.— ILL.: Clark 4.1, Clay 3.8, Crawford 5.1, Cumberland 2.7, Edgar 5.3, Jasper 2.6, Lawrence 4.2, Richland 4.4; IND.: Clay 5.7, Daviess 6.1, Greene 7.3, Knox 9.5, Martin 2.2, Parke 3.6, Sullivan 4.9, Vermillion 4.3, Vigo 24.2. Tot. Hslds.: 164,500.

TOLEDO, OHIO— MICH.: Lenawee 7.3; OHIO: Defiance 3.4, Fulton 3.3, Hancock 6.0, Hardin 2.9, Henry 2.5, Lucas 43.2, Ottawa 3.6, Putnam 2.6, Sandusky 5.6, Seneca 5.2, Williams 3.3, Wood 9.3, Wyandot 1.9. Tot. Hslds.: 411,600.

TOPEKA, KANS.— Brown 3.2, Clay 2.7, Coffey 2.6, Geary 7.2, Jackson 3.0, Lyon 9.2, Marshall 3.4, Morris 1.8, Nemaha 2.8, Osage 4.0, Pottawatomie 4.0, Riley 13.7, Shawnee 40.8, Wabaunsee 1.7. Tot. Hslds.: 150,800.

TRAVERSE CITY-CADILLAC, MICH.— Antrim 4.1, Benzie 2.9, Charlevoix 5.1, Cheboygan 5.2, Chippewa 6.2, Crawford 2.4, Emmet 5.7, Grand Traverse 14.0, Kalkaska 3.0, Lake 2.2, Leelanau 3.6, Luce 1.4, Mackinac 2.4, Manistee 6.0, Mason 6.6, Missaukee 2.4, Montmorency 2.1, Osceola 4.7, Oscoda 1.9, Otsego 3.7, Presque Isle 3.4, Roscommon 5.0, Wexford 6.3. Tot. Hslds.: 150,800.

TUCSON, ARIZ.— Cochise 12.0, Pima 85.0, Santa Cruz 2.6; N.M.: Catron 0.4. Tot. Hslds.: 269,100.

TULSA, OKLA.— KANS.: Chautauqua 0.5, Montgomery 3.8; OKLA.: Adair 1.5, Cherokee 2.6, Craig 1.2, Creek 5.3, Delaware 2.3, Haskell 1.0, Latimer 0.8, McIntosh 1.5, Mayes 3.0, Muskogee 6.0, Nowata 1.0, Okmulgee 3.5, Osage 3.6, Pawnee 1.5, Pittsburg 3.6, Rogers 4.3, Tulsa 44.4, Wagoner 3.8, Washington 4.6. Tot. Hslds.: 451,800.

TUSCALOOSA, ALA.— Tuscaloosa 100.0. Tot. Hslds.: 50,300.

TWIN FALLS, IDA.— Jerome 20.9, Lincoln 4.6, Twin Falls 74.5. Tot. Hslds.: 26,300.

TYLER, TEX.— Angelina 24.3, Cherokee 14.8, Houston 8.2, Smith 52.7. Tot. Hslds.: 100,300.

UTICA, N.Y.— Herkimer 23.2, Oneida (eastern portion) 56.1, Otsego 20.6. Tot. Hslds.: 103,300.

VICTORIA, TEX.— Victoria 100.0. Tot. Hslds.: 26,300.

WACO-TEMPLE, TEX.— Bell 26.0, Brazos 17.5, Burleson 2.2, Coryell 7.4, Falls 3.2, Lampasas 2.2, Leon 2.0, McLennan 29.6, Madison 1.5, Milam 3.9, Mills 0.8, Robertson 2.6, San Saba 1.1. Tot. Hslds.: 227,300.

WASHINGTON, D.C.— District of Columbia 16.8; MD.: Allegany 2.0, Calvert 0.9, Charles 1.7, Frederick 2.8, Montgomery 14.9, Prince George's 15.5, St. Mary's 1.4; PA.: Franklin 2.9; VA.: Alexandria city 3.5, Arlington 4.8, Clarke 0.2, Culpeper 0.5, Fairfax 15.7, Fairfax city 0.5, Falls Church city 0.3, Fauquier 0.9, Frederick 0.8, Fredericksburg city 0.4, King George 0.2, Loudoun 1.5, Manassas city 0.4, Manassas Park city 0.1, Page 0.5, Prince William 3.3, Rappahannock 0.2, Shenandoah 0.7, Spotsylvania 0.9, Stafford 1.0, Warren 0.6, Westmoreland 0.4, Winchester city 0.6; W.VA.: Berkeley 1.2, Hampshire 0.4, Jefferson 0.8, Mineral 0.7, Morgan 0.3. Tot. Hslds.: 1,480,800.

WATERTOWN-CARTHAGE, N.Y.— Jefferson 41.0, Lewis 11.2, St. Lawrence 47.8. Tot. Hslds.: 77,600.

WAUSAU-RHINELANDER, WISC.— Adams 3.5, Clark 7.3, Forest 2.1, Langlade 4.6, Lincoln 6.3, Marathon 25.6, Oneida 8.1, Portage 12.6, Price 3.8, Taylor 4.1, Vilas 4.5, Wood 17.3. Tot. Hslds.: 157,200.

WEST PALM BEACH, FLA.— Indian River 7.2, Martin 8.3, Okeechobee 2.2, Palm Beach 72.0, St. Lucie 10.3. Tot. Hslds.: 383,500.

WHEELING-STEUBENVILLE, W.VA.— OHIO: Belmont 19.1, Carroll 5.5, Guernsey 9.5, Harrison 3.9, Jefferson 19.7, Monroe 3.9, Noble 2.5; W.VA.: Brooke 6.3, Marshall 8.9, Ohio 13.5, Tyler 2.5, Wetzel 4.7. Tot. Hslds.: 167,100.

WICHITA-HUTCHINSON, KANS.— Barber 0.6, Barton 3.0, Butler 4.2, Chase 0.3, Cheyenne 0.4, Clark 0.2, Comanche 0.2, Cowley 3.5, Decatur 0.4, Dickinson 1.9, Edwards 0.4, Elk 0.4, Ellis 2.4, Ellsworth 0.7, Finney 2.2, Ford 2.3, Gove 0.3, Graham 0.4, Grant 0.6, Gray 0.5, Greeley 0.2, Greenwood 0.9, Hamilton 0.2, Harper 0.8, Harvey 2.8, Haskell 0.3, Hodgeman 0.2, Kearny 0.3, Kingman 0.8, Kiowa 0.4, Lane 0.2, Lincoln 0.4, Logan 0.3, McPherson 2.5, Marion 1.2, Meade 0.4, Mitchell 0.8, Ness 0.4, Norton 0.6, Osborne 0.6, Ottawa 0.5, Pawnee 0.8, Pratt 1.0, Rawlins 0.4, Reno 6.2, Rice 1.1, Rooks 0.6, Rush 0.4, Russell 0.9, Saline 4.7, Scott 0.5, Sedgwick 34.7, Seward 1.6, Sheridan 0.3, Sherman 0.7, Stafford 0.6, Stanton 0.2, Stevens 0.4, Sumner 2.3, Thomas 0.8, Trego 0.4, Wallace 0.2, Wichita 0.3; NEB.: Dundy 0.3, Hitchcock 0.4; OKLA.: Beaver 0.7. Tot. Hslds.: 421,600.

WICHITA FALLS-LAWTON, TEX.— OKLA.: Comanche 22.2, Cotton 2.0, Jackson 6.9, Jefferson 2.1, Stephens 11.3, Tillman 3.0; TEX.: Archer 1.8, Baylor 1.2, Clay 2.5, Foard 0.6, Hardeman 1.5, Jack 1.9, Knox 1.2, Montague 4.5, Throckmorton 0.6, Wichita 27.9, Wilbarger 3.8, Young 5.2. Tot. Hslds.: 161,800.

WILKES BARRE-SCRANTON, PA.— Carbon 4.3, Clinton 2.9, Columbia 4.8, Lackawanna 17.3, Luzerne 26.7, Lycoming 9.1, Montour 1.2, Northumberland 8.1, Schuylkill 12.8, Snyder 2.4, Sullivan 0.5, Susquehanna 2.9, Union 2.2, Wayne 2.8, Wyoming 2.1. Tot. Hslds.: 485,300.

WILMINGTON, N.C.— Bladen 8.5, Brunswick 11.6, Columbus 14.3, New Hanover 32.7, Pender 6.5, Robeson 26.4. Tot. Hslds.: 126,400.

YAKIMA, WASH.— ORE.: Morrow 1.6, Umatilla 12.8; WASH.: Benton 25.8, Franklin 7.7, Kittitas (eastern portion) 3.9, Walla Walla 10.2, Yakima 37.8. Tot. Hslds.: 172,300.

YOUNGSTOWN, OHIO— Mahoning 43.6, Trumbull 37.0; PA.: Mercer 19.4. Tot. Hslds.: 238,600.

ZANESVILLE, OHIO— Muskingum 100.0. Tot. Hslds.: 31,200.

S&MM's SURVEY OF TELEVISION MARKETS

	S&MM ESTIMATES 1983												
	POPULATION—12/31/83										EFFECTIVE BUYING INCOME	RETAIL SALES	
					Population by Age Group (Thousands)								
STATE S&MM/ARBITRON TV MARKET (ADI)	Total Pop. (Thous.)	Total Households (Thous.)	Black Pop. (Thous.)	Spanish-Origin Pop. (Thous.)	2–11 Years	12–17 Years	18–24 Years	25–34 Years	35–49 Years	50 & Over	Total EBI ($000)	Total Retail Sales ($000)	**Buying Power Index**
1	2				3						4	5	6

1 The *Survey's* **TV Markets** are Arbitron's Areas of Dominant Influence (ADIs). Arbitron, which generates ratings of TV programs, studies each county for its measurable viewing patterns. The hours of viewing accorded each TV station whose signal reaches the county are totalled; then each station's percentage share of total viewing hours is calculated. The market or origin of the TV stations with the largest share of viewing hours becomes the ADI name of that market, and all counties whose largest viewing share is given to stations of that same market of origin are grouped within the ADI. (For its purposes, Arbitron splits certain counties, treating each portion as if it were a separate county). Each county (or portion) is allocated exclusively to a single ADI, thus eliminating overlap. All of the U.S. is covered except for Hawaii and Alaska.

2 Population is the number of **persons** living in the ADI on 12/31/83. It includes those living in colleges and hospitals, and armed forces personnel (and their dependents) permanently assigned to the area, but excludes tourists and transients. **Households** are units made up of all the people occupying a single housing unit under the rules of the 1980 Census of Population and Housing—such as a house, an apartment, a group of rooms, or a single room. The members of a household need not be related, and a single person living alone in a housing unit is also counted as a household. Two further refinements of total population are the number of **black persons** and **Spanish-origin persons** living in the ADI as of 12/31/83.

Caution: Although a county's population total will include all the people in the area, the household total will not do so because it excludes those living in group quarters. Thus if you calculate average Effective Buying Income per household, it must be recognized that this indicator will include the income of people not living in households.

3 Population by Age Groups was added to the *Survey* last year in recognition of the fact that advertisers evaluate TV markets primarily on the basis of audience characteristics. The age groups shown are those popularly associated with lifestyle phases. Thus the 2 to 11 age group is identified with the children's market; the 12 to 17 age group with the teenage market, the 18 to 24 age group with the young adult market, etc. The population totals represent the number of persons living in the ADI as of 12/31/83. Costs, of course, are also a major consideration in the selection of TV markets. However, these are determined as a result of negotiations and the laws of supply and demand; hence, any tabulation of such is usually outdated as soon as it appears.

4 Effective Buying Income (EBI), a classification developed exclusively by Sales & Marketing Management, is personal income less personal tax and nontax payments. Personal income is the aggregate of wages and salaries, other labor income (such as employer contributions to private pension funds), proprietors' income, rental income (which includes imputed rental income of owner-occupants of nonfarm dwellings), dividends paid by corporations, personal interest income from all sources, and transfer payments (such as pensions and welfare assistance). Deducted from this total are personal taxes (federal, state, and local), nontax payments (such as fines, fees, penalties), and personal contributions for social insurance. The resultant figure is commonly known as "disposable personal income." Compensation paid to military, business, and diplomatic personnel stationed overseas is deducted from this total to arrive at Effective Buying Income.

Effective Buying Income is a bulk measurement of market potential. It indicates the general ability to buy and is essential in comparing, selecting, and grouping markets on that basis. But for products that appeal to specific income classes, the percent of households by Effective Buying Income groups, as reported in the July 23 *Survey of Buying Power,* should be considered.

5 Total Retail Sales are net sales (minus refunds, allowances for returns, and taxes) of establishments engaged primarily in retail trade. Retail sales by such nonretailers as wholesalers and service establishments are not counted. In line with new Census Bureau policy, Total Retail Sales no longer includes: (1) sales and other taxes collected from customers, and (2) carrying charges or other charges for credit. Although retail sales are often used to gauge the purchasing power of the residents in a market, they are only an approximation because the market's volume may be affected by the movement of shoppers to and from adjacent areas as well as by purchases by nonhousehold units such as businesses and the inhabitants of group quarters. They are actually a measure of the drawing power of local retail establishments.

6 Buying Power Index (BPI) is a weighted index that converts three basic elements—population, Effective Buying Income, and retail sales—into a measurement of a market's ability to buy, and expresses it as a percentage of the U.S. potential. It is calculated by giving a weight of 5 to the market's percent of the U.S. Effective Buying Income, 3 to its percent of U.S. retail sales, and 2 to its percent of U.S. population. The total of those weighted percents is then divided by 10 to arrive at the BPI. However, depending upon what your research has revealed about buyers of your product, you can construct your own customized BPI by using any of the factors contained in the tables and assigning to them what you think are relevant weights.

POPULATION

ADI	(Thous.)	Rank
New York, N.Y.	18,025.8	1
Los Angeles, Calif.	12,118.7	2
Chicago, Ill.	8,450.1	3
Philadelphia, Pa.	7,031.3	4
Boston, Mass.	5,348.8	5
San Francisco, Calif.	5,342.1	6
Detroit, Mich.	4,656.5	7
Washington, D.C.	4,053.8	8
Dallas - Ft. Worth, Tex.	3,976.0	9
Houston, Tex.	3,891.1	10
Cleveland, Ohio	3,785.1	11
Pittsburgh, Pa.	3,322.3	12
Minneapolis - St. Paul, Minn.	3,192.3	13
Atlanta, Ga.	3,120.8	14
Seattle - Tacoma, Wash.	2,984.4	15
Miami, Fla.	2,951.9	16
St. Louis, Mo.	2,865.1	17
Denver, Colo.	2,510.7	18
Tampa - St. Petersburg, Fla.	2,473.1	19
Baltimore, Md.	2,409.5	20
Sacramento - Stockton, Calif.	2,384.0	21
Hartford - New Haven, Conn.	2,226.6	22
Indianapolis, Ind.	2,204.3	23
Phoenix, Ariz.	2,112.2	24
Portland, Ore.	2,085.8	25
San Diego, Calif.	2,036.1	26
Cincinnati, Ohio	1,963.6	27
Milwaukee, Wisc.	1,877.9	28
Kansas City, Mo.	1,857.1	29
Nashville, Tenn.	1,793.3	30
Salt Lake City, Utah	1,775.4	31
Charlotte, N.C.	1,772.9	32
New Orleans, La.	1,768.5	33
Buffalo, N.Y.	1,725.4	34
Orlando - Daytona Beach - Melbourne, Fla.	1,702.0	35
Columbus, Ohio	1,681.6	36
Raleigh - Durham, N.C.	1,667.5	37
Memphis, Tenn.	1,620.3	38
Greenville - Spartanburg - Asheville, S.C.-N.C.	1,620.0	39
Grand Rapids - Kalamazoo - Battle Creek, Mich.	1,607.4	40
Oklahoma City, Okla.	1,576.9	41
San Antonio, Tex.	1,567.2	42
Providence - New Bedford, R.I.-Mass.	1,545.5	43
Charleston - Huntington, W.Va.	1,489.4	44
Norfolk - Portsmouth - Newport News - Hampton, Va.	1,461.3	45
Louisville, Ky.	1,429.5	46
Harrisburg - York - Lancaster - Lebanon, Pa.	1,367.6	47
Birmingham, Ala.	1,357.9	48
Albany - Schenectady - Troy, N.Y.	1,311.8	49
Wilkes-Barre - Scranton, Pa.	1,308.2	50
Dayton, Ohio	1,287.4	51
Greensboro - Winston-Salem - High Point, N.C.	1,277.2	52
Shreveport - Texarkana, La.-Tex.-Ark.	1,275.6	53
Richmond, Va.	1,244.9	54
Flint - Saginaw - Bay City, Mich.	1,221.2	55
Little Rock, Ark.	1,211.6	56
Tulsa, Okla.	1,202.4	57
Mobile - Pensacola, Ala.-Fla.	1,161.1	58
Knoxville, Tenn.	1,142.2	59
Toledo, Ohio	1,132.3	60
Albuquerque, N.M.	1,132.1	61
Fresno, Calif.	1,128.8	62
Wichita - Hutchinson, Kans.	1,093.5	63
Jacksonville, Fla.	1,074.1	64
Syracuse, N.Y.	1,047.7	65
Roanoke - Lynchburg, Va.	1,001.3	66
Green Bay, Wisc.	965.8	67
Des Moines, Iowa	959.7	68
Rochester, N.Y.	956.1	69
West Palm Beach, Fla.	939.3	70
Omaha, Neb.	932.4	71
Springfield - Decatur - Champaign, Ill.	924.5	72
Davenport - Rock Island - Moline, Iowa-Ill.	903.2	73
Paducah - Cape Girardeau - Harrisburg - Marion, Ky.-Mo.-Ill.	895.0	74
Spokane, Wash.	893.1	75
Lexington, Ky.	882.9	76
Cedar Rapids - Waterloo - Dubuque, Iowa	868.7	77
Portland - Poland Spring, Maine	860.4	78
Johnstown - Altoona, Pa.	854.7	79
Chattanooga, Tenn.	821.0	80
Jackson, Miss.	808.1	81
South Bend - Elkhart, Ind.	778.1	82
Bristol - Kingsport - Johnson City, Tenn.	768.5	83
Columbia, S.C.	764.6	84
Baton Rouge, La.	757.0	85
Springfield, Mo.	753.6	86
Austin, Tex.	749.6	87
El Paso, Tex.	715.9	88
Evansville, Ind.	714.6	89
Tucson, Ariz.	708.1	90
Huntsville - Decatur - Florence, Ala.	688.3	91
Lincoln - Hastings - Kearney, Neb.	678.1	92
Ft. Wayne, Ind.	659.0	93
Waco - Temple, Tex.	653.0	94
Youngstown, Ohio	649.4	95
Springfield, Mass.	647.8	96
Greenville - New Bern - Washington, N.C.	637.7	97
Sioux Falls - Mitchell, S.D.	629.8	98
McAllen - Brownsville, Tex.	624.0	99
Burlington - Plattsburgh, Vt.-N.Y.	618.8	100
Lansing, Mich.	613.3	101
Augusta, Ga.	608.2	102
Fargo, N.D.	595.1	103
Charleston, S.C.	592.2	104
Peoria, Ill.	587.7	105
Savannah, Ga.	587.0	106
Lafayette, La.	567.3	107
Colorado Springs - Pueblo, Colo.	562.4	108
Salinas - Monterey, Calif.	559.7	109
Las Vegas, Nev.	540.0	110
Monroe - El Dorado, La.-Ark.	535.3	111
Columbus, Ga.	531.7	112
Madison, Wisc.	519.5	113
Rockford, Ill.	517.5	114
Corpus Christi, Tex.	507.5	115
Santa Barbara - Santa Maria - San Luis Obispo, Calif.	493.7	116
Montgomery, Ala.	491.3	117
Amarillo, Tex.	481.8	118
Yakima, Wash.	474.7	119
Beaumont - Port Arthur, Tex.	474.6	120
Duluth - Superior, Minn.-Wisc.	472.9	121
Joplin - Pittsburg, Mo.-Kans	456.5	122
Lubbock, Tex.	456.1	123
Wichita Falls - Lawton, Tex.-Okla.	455.6	124
Wheeling - Steubenville, W.Va.-Ohio	452.6	125
La Crosse - Eau Claire, Wisc.	451.8	126
Ft. Myers - Naples, Fla.	448.9	127
Tallahassee, Fla.	448.6	128
Columbus - Tupelo, Miss.	441.5	129
Wausau - Rhinelander, Wisc.	440.5	130
Terre Haute, Ind.	438.2	131
Binghamton, N.Y.	431.6	132
Eugene, Ore.	428.1	133
Boise, Ida.	425.7	134
Erie, Pa.	424.4	135
Macon, Ga.	418.5	136
Reno, Nev.	416.7	137
Traverse City - Cadillac, Mich.	414.0	138
Topeka, Kans.	403.5	139
Bluefield - Beckley - Oak Hill, W.Va.	401.3	140
Minot - Bismarck - Dickinson, N.D.	399.4	141
Sioux City, Iowa	399.0	142
Florence, S.C.	396.4	143
Columbia - Jefferson City, Mo.	390.0	144
Rochester - Mason City - Austin, Minn.-Iowa	385.0	145
Odessa - Midland, Tex.	383.2	146
Ft. Smith, Ark.	381.4	147
Albany, Ga.	380.8	148
Chico - Redding, Calif.	380.5	149
Bakersfield, Calif.	376.9	150
Wilmington, N.C.	364.0	151
Missoula - Butte, Mont.	362.7	152
Bangor, Maine	344.6	153
Quincy - Hannibal, Ill.-Mo.	332.6	154
Idaho Falls - Pocatello, Ida.	329.1	155
Medford, Ore.	309.7	156
Abilene - Sweetwater, Tex.	303.8	157
Utica, N.Y.	293.4	158
Dothan, Ala.	284.2	159
Tyler, Tex.	283.9	160
Rapid City, S.D.	265.6	161
Alexandria, La.	265.2	162
Greenwood - Greenville, Miss.	252.1	163
Elmira, N.Y.	241.3	164
Clarksburg - Weston, W.Va.	235.6	165
Sarasota, Fla.	233.5	166
Billings - Hardin, Mont.	233.2	167
Watertown - Carthage, N.Y.	232.9	168
Laurel - Hattiesburg, Miss.	231.7	169
Meridian, Miss.	227.7	170
Salisbury, Md.	224.8	171
Lake Charles, La.	220.0	172
Gainesville, Fla.	204.0	173
Ardmore - Ada, Okla.	203.0	174
El Centro - Yuma, Calif.-Ariz.	187.5	175
Jonesboro, Ark.	182.6	176
Great Falls, Mont.	177.3	177
Panama City, Fla.	176.8	178
Biloxi - Gulfport - Pascagoula, Miss.	174.9	179
Alexandria, Minn.	165.7	180
Marquette, Mich.	158.6	181
Roswell, N.M.	158.2	182
Casper - Riverton, Wyo.	157.0	183
Grand Junction, Colo.	151.0	184
Jackson, Tenn.	149.3	185
Eureka, Calif.	148.7	186
Tuscaloosa, Ala.	142.3	187
Palm Springs, Calif.	141.8	188
St. Joseph, Mo.	135.3	189
Lafayette, Ind.	133.0	190
Cheyenne, Wyo.	130.4	191
Anniston, Ala.	122.8	192
Laredo, Tex.	121.6	193
Bowling Green, Ky.	119.4	194
San Angelo, Tex.	117.0	195
Hagerstown, Md.	114.6	196
Lima, Ohio	113.0	197
Harrisonburg, Va.	108.5	198
Parkersburg, W.Va.	93.4	199
Presque Isle, Maine	88.3	200
Flagstaff, Ariz.	84.7	201
Zanesville, Ohio	84.4	202
Ottumwa - Kirksville, Iowa-Mo.	77.6	203
Victoria, Tex.	77.5	204
Twin Falls, Ida.	75.4	205
Bend, Ore.	67.4	206
Mankato, Minn.	64.8	207
Selma, Ala.	51.9	208
North Platte, Neb.	43.4	209
Alpena, Mich.	41.9	210
Glendive, Mont.	13.8	211

S&MM/ARBITRON TV MARKET (ADI) RANKING

HOUSEHOLDS

ADI	(Thous.)	Rank
New York, N.Y.	6,623.6	1
Los Angeles, Calif.	4,406.6	2
Chicago, Ill.	3,038.8	3
Philadelphia, Pa.	2,538.6	4
San Francisco, Calif.	2,086.5	5
Boston, Mass.	1,952.2	6
Detroit, Mich.	1,661.6	7
Washington, D.C.	1,480.8	8
Dallas - Ft. Worth, Tex.	1,474.7	9
Cleveland, Ohio	1,407.8	10
Houston, Tex.	1,398.1	11
Pittsburgh, Pa.	1,240.8	12
Minneapolis - St. Paul, Minn.	1,152.9	13
Seattle - Tacoma, Wash.	1,149.9	14
Miami, Fla.	1,138.2	15
Atlanta, Ga.	1,119.5	16
St. Louis, Mo.	1,045.8	17
Tampa - St. Petersburg, Fla.	994.6	18
Denver, Colo.	965.9	19
Sacramento - Stockton, Calif.	906.1	20
Baltimore, Md.	856.8	21
Hartford - New Haven, Conn.	806.8	22
Portland, Ore.	804.4	23
Indianapolis, Ind.	791.8	24
Phoenix, Ariz.	790.7	25
San Diego, Calif.	749.3	26
Cincinnati, Ohio	719.9	27
Kansas City, Mo.	699.5	28
Milwaukee, Wisc.	689.2	29
Orlando - Daytona Beach - Melbourne, Fla.	652.5	30
Nashville, Tenn.	641.0	31
Charlotte, N.C.	639.6	32
New Orleans, La.	631.8	33
Columbus, Ohio	631.1	34
Buffalo, N.Y.	622.4	35
Oklahoma City, Okla.	594.8	36
Greenville - Spartanburg - Asheville, S.C.-N.C.	591.3	37
Raleigh - Durham, N.C.	587.1	38
Grand Rapids - Kalamazoo - Battle Creek, Mich	564.6	39
Providence - New Bedford, R.I.-Mass.	563.2	40
Memphis, Tenn.	557.5	41
Salt Lake City, Utah	549.3	42
Charleston - Huntington, W.Va.	530.4	43
San Antonio, Tex.	521.6	44
Louisville, Ky.	515.3	45
Harrisburg - York - Lancaster - Lebanon, Pa.	500.7	46
Norfolk - Portsmouth - Newport News - Hampton, Va.	499.9	47
Birmingham, Ala.	496.4	48
Wilkes-Barre - Scranton, Pa.	485.3	49
Dayton, Ohio	482.5	50
Albany - Schenectady - Troy, N.Y.	480.1	51
Greensboro - Winston-Salem - High Point, N.C.	473.8	52
Shreveport - Texarkana, La.-Tex.-Ark.	460.8	53
Tulsa, Okla.	451.8	54
Richmond, Va.	441.8	55
Little Rock, Ark.	435.2	56
Flint - Saginaw - Bay City, Mich.	423.7	57
Wichita - Hutchinson, Kans.	421.6	58
Knoxville, Tenn.	413.6	59
Toledo, Ohio	411.6	60
Mobile - Pensacola, Ala.-Fla.	404.6	61
Albuquerque, N.M.	393.2	62
Fresno, Calif.	387.4	63
Jacksonville, Fla.	387.4	63
West Palm Beach, Fla.	383.5	65
Des Moines, Iowa	369.6	66
Syracuse, N.Y.	367.5	67
Green Bay, Wisc.	353.8	68
Roanoke - Lynchburg, Va.	353.3	69
Springfield - Decatur - Champaign, Ill.	352.7	70
Rochester, N.Y.	346.6	71
Omaha, Neb.	346.1	72
Paducah - Cape Girardeau - Harrisburg - Marion, Ky.-Mo.-Ill.	341.7	73
Davenport - Rock Island - Moline, Iowa-Ill.	339.0	74
Spokane, Wash.	333.2	75
Cedar Rapids - Waterloo - Dubuque, Iowa	318.2	76
Portland - Poland Spring, Maine	317.8	77
Lexington, Ky.	317.3	78
Johnstown - Altoona, Pa.	305.1	79
Chattanooga, Tenn.	292.1	80
Austin, Tex.	281.9	81
Springfield, Mo.	280.6	82
South Bend - Elkhart, Ind.	277.8	83
Jackson, Miss.	274.2	84
Bristol - Kingsport - Johnson City, Tenn.	271.7	85
Tucson, Ariz.	269.1	86
Evansville, Ind.	263.7	87
Columbia, S.C.	259.3	88
Lincoln - Hastings - Kearney, Neb.	255.9	89
Baton Rouge, La.	253.8	90
Huntsville - Decatur - Florence, Ala.	251.1	91
Youngstown, Ohio	238.6	92
Springfield, Mass.	234.1	93
Sioux Falls - Mitchell, S.D.	233.6	94
Ft. Wayne, Ind.	232.0	95
Waco - Temple, Tex.	227.3	96
El Paso, Tex.	219.1	97
Peoria, Ill.	218.2	98
Burlington - Plattsburgh, Vt.-N.Y.	216.3	99
Greenville - New Bern - Washington, N.C.	216.3	99
Fargo, N.D.	212.2	101
Las Vegas, Nev.	211.8	102
Lansing, Mich.	211.2	103
Augusta, Ga.	206.3	104
Colorado Springs - Pueblo, Colo.	205.1	105
Madison, Wisc.	198.7	106
Salinas - Monterey, Calif.	196.8	107
Savannah, Ga.	196.1	108
Charleston, S.C.	195.3	109
Lafayette, La.	193.6	110
Rockford, Ill.	192.0	111
Monroe - El Dorado, La.-Ark.	187.5	112
Santa Barbara - Santa Maria - San Luis Obispo, Calif.	185.9	113
Ft. Myers - Naples, Fla.	183.7	114
Columbus, Ga.	181.5	115
Amarillo, Tex.	175.9	116
Joplin - Pittsburg, Mo.-Kans	174.8	117
Duluth - Superior, Minn.-Wisc.	174.5	118
Montgomery, Ala.	172.3	119
Yakima, Wash.	172.3	119
McAllen - Brownsville, Tex.	171.4	121
Beaumont - Port Arthur, Tex.	168.9	122
Wheeling - Steubenville, W.Va.-Ohio	167.1	123
Reno, Nev.	165.7	124
Eugene, Ore.	164.9	125
Corpus Christi, Tex.	164.6	126
Terre Haute, Ind.	164.5	127
Wichita Falls - Lawton, Tex.-Okla.	161.8	128
La Crosse - Eau Claire, Wisc.	160.5	129
Lubbock, Tex.	157.9	130
Wausau - Rhinelander, Wisc.	157.2	131
Tallahassee, Fla.	155.6	132
Binghamton, N.Y.	154.4	133
Boise, Ida.	153.2	134
Erie, Pa.	151.7	135
Columbus - Tupelo, Miss.	150.9	136
Topeka, Kans.	150.8	137
Traverse City - Cadillac, Mich.	150.5	138
Sioux City, Iowa	149.1	139
Chico - Redding, Calif.	148.2	140
Rochester - Mason City - Austin, Minn.-Iowa	145.3	141
Macon, Ga.	142.6	142
Bluefield - Beckley - Oak Hill, W.Va.	142.3	143
Minot - Bismarck - Dickinson, N.D.	140.4	144
Columbia - Jefferson City, Mo.	139.0	145
Ft. Smith, Ark.	137.9	146
Missoula - Butte, Mont.	136.9	147
Florence, S.C.	135.3	148
Odessa - Midland, Tex.	134.7	149
Bakersfield, Calif.	133.3	150
Albany, Ga.	127.0	151
Wilmington, N.C.	126.4	152
Quincy - Hannibal, Ill.-Mo	125.5	153
Bangor, Maine	123.2	154
Medford, Ore.	117.8	155
Abilene - Sweetwater, Tex.	112.1	156
Idaho Falls - Pocatello, Ida.	103.2	157
Sarasota, Fla.	103.8	158
Utica, N.Y.	103.3	159
Tyler, Tex.	100.3	160
Dothan, Ala.	100.0	161
Rapid City, S.D.	95.3	162
Alexandria, La.	88.6	163
Billings - Hardin, Mont.	88.2	164
Elmira, N.Y.	85.8	165
Clarksburg - Weston, W.Va.	85.4	166
Salisbury, Md.	81.9	167
Laurel - Hattiesburg, Miss.	79.9	168
Greenwood - Greenville, Miss.	79.7	169
Meridian, Miss.	78.8	170
Watertown - Carthage, N.Y.	77.6	171
Lake Charles, La.	76.4	172
Ardmore - Ada, Okla.	75.7	173
Gainesville, Fla.	75.1	174
Jonesboro, Ark.	67.0	175
Great Falls, Mont.	66.4	176
Panama City, Fla.	64.9	177
El Centro - Yuma, Calif.-Ariz.	60.5	178
Biloxi - Gulfport - Pascagoula, Miss.	60.2	179
Eureka, Calif.	58.7	180
Alexandria, Minn.	58.0	181
Casper - Riverton, Wyo.	56.9	182
Roswell, N.M.	55.9	183
Grand Junction, Colo.	55.6	184
Marquette, Mich.	54.6	185
Jackson, Tenn.	54.3	186
Palm Springs, Calif.	52.3	187
St. Joseph, Mo.	51.2	188
Tuscaloosa, Ala.	50.3	189
Cheyenne, Wyo.	49.6	190
Lafayette, Ind.	45.6	191
Bowling Green, Ky.	43.1	192
Anniston, Ala.	42.3	193
San Angelo, Tex.	42.1	194
Hagerstown, Md.	41.0	195
Lima, Ohio	40.9	196
Harrisonburg, Va.	37.1	197
Parkersburg, W.Va.	34.9	198
Laredo, Tex.	32.3	199
Zanesville, Ohio	31.2	200
Presque Isle, Maine	29.7	201
Ottumwa - Kirksville, Iowa-Mo.	29.1	202
Twin Falls, Ida.	26.3	203
Victoria, Tex.	26.3	203
Flagstaff, Ariz.	26.2	205
Bend, Ore.	25.3	206
Mankato, Minn.	23.1	207
Selma, Ala.	17.5	208
North Platte, Neb.	16.0	209
Alpena, Mich.	15.3	210
Glendive, Mont.	5.2	211

S&MM/ARBITRON TV MARKET (ADI) RANKING

EFFECTIVE BUYING INCOME (EBI)

ADI	($000)	Rank
New York, N.Y.	211,354,216	1
Los Angeles, Calif.	135,807,941	2
Chicago, Ill.	93,156,155	3
Philadelphia, Pa.	73,887,770	4
San Francisco, Calif.	69,075,811	5
Boston, Mass.	58,512,796	6
Washington, D.C.	51,373,584	7
Detroit, Mich.	49,228,678	8
Houston, Tex.	43,972,800	9
Dallas - Ft. Worth, Tex.	42,620,551	10
Cleveland, Ohio	37,416,241	11
Minneapolis - St. Paul, Minn.	33,418,776	12
Seattle - Tacoma, Wash.	32,759,401	13
Pittsburgh, Pa.	32,621,347	14
Miami, Fla.	31,294,343	15
Atlanta, Ga.	30,502,505	16
St. Louis, Mo.	28,454,151	17
Denver, Colo.	28,068,519	18
Hartford - New Haven, Conn.	26,450,990	19
Sacramento - Stockton, Calif.	24,306,525	20
Baltimore, Md.	24,226,329	21
Tampa - St. Petersburg, Fla.	23,702,389	22
San Diego, Calif.	22,696,449	23
Indianapolis, Ind.	20,468,035	24
Portland, Ore.	20,180,988	25
Milwaukee, Wisc.	19,825,353	26
Phoenix, Ariz.	19,802,049	27
Cincinnati, Ohio	19,207,179	28
Kansas City, Mo.	19,125,853	29
New Orleans, La.	16,354,400	30
Buffalo, N.Y.	16,246,092	31
Columbus, Ohio	16,000,306	32
Oklahoma City, Okla.	15,836,138	33
Orlando - Daytona Beach - Melbourne, Fla.	15,743,482	34
Nashville, Tenn.	15,517,249	35
Grand Rapids - Kalamazoo - Battle Creek, Mich.	15,301,202	36
Charlotte, N.C.	15,300,953	37
Providence - New Bedford, R.I.-Mass.	14,772,025	38
Salt Lake City, Utah	14,200,767	39
Raleigh - Durham, N.C.	13,819,531	40
Harrisburg - York - Lancaster - Lebanon, Pa.	13,736,510	41
San Antonio, Tex.	13,147,606	42
Albany - Schenectady - Troy, N.Y.	13,099,865	43
Norfolk - Portsmouth - Newport News - Hampton, Va.	12,874,461	44
Greenville - Spartanburg - Asheville, S.C.-N.C.	12,868,899	45
Louisville, Ky.	12,746,865	46
Memphis, Tenn.	12,408,499	47
Dayton, Ohio	12,270,527	48
Tulsa, Okla.	11,589,999	49
Richmond, Va.	11,587,781	50
Greensboro - Winston-Salem - High Point, N.C.	11,537,937	51
Charleston - Huntington, W.Va.	11,452,414	52
Flint - Saginaw - Bay City, Mich.	11,429,288	53
Wichita - Hutchinson, Kans.	11,294,206	54
Birmingham, Ala.	11,219,689	55
Wilkes-Barre - Scranton, Pa.	11,021,946	56
Rochester, N.Y.	11,004,755	57
West Palm Beach, Fla.	10,883,855	58
Toledo, Ohio	10,785,354	59
Shreveport - Texarkana, La.-Tex.-Ark.	10,618,026	60
Syracuse, N.Y.	10,369,227	61
Mobile - Pensacola, Ala.-Fla.	10,285,557	62
Fresno, Calif.	9,727,178	63
Jacksonville, Fla.	9,708,308	64
Des Moines, Iowa	9,582,367	65
Albuquerque, N.M.	9,401,018	66
Omaha, Neb.	9,383,504	67
Little Rock, Ark.	9,375,784	68
Davenport - Rock Island - Moline, Iowa-Ill.	9,246,053	69
Springfield - Decatur - Champaign, Ill.	9,134,504	70
Green Bay, Wisc.	8,962,498	71
Knoxville, Tenn.	8,937,026	72
Cedar Rapids - Waterloo - Dubuque, Iowa	8,336,683	73
Roanoke - Lynchburg, Va.	8,211,614	74
Portland - Poland Spring, Maine	7,569,919	75
Austin, Tex.	7,488,937	76
Spokane, Wash.	7,429,911	77
South Bend - Elkhart, Ind.	7,058,728	78
Paducah - Cape Girardeau - Harrisburg - Marion, Ky.-Mo.-Ill.	7,015,628	79
Baton Rouge, La.	7,007,818	80
Lexington, Ky.	7,002,978	81
Johnstown - Altoona, Pa.	6,736,844	82
Chattanooga, Tenn.	6,495,543	83
Evansville, Ind.	6,495,406	84
Peoria, Ill.	6,381,891	85
Jackson, Miss.	6,213,295	86
Lincoln - Hastings - Kearney, Neb.	6,208,813	87
Lansing, Mich.	6,158,998	88
Columbia, S.C.	6,141,461	89
Springfield, Mass.	6,055,759	90
Youngstown, Ohio	6,045,935	91
Tucson, Ariz.	6,034,289	92
Bristol - Kingsport - Johnson City, Tenn.	5,882,812	93
Ft. Wayne, Ind.	5,830,949	94
Huntsville - Decatur - Florence, Ala.	5,790,851	95
Salinas - Monterey, Calif.	5,726,878	96
Las Vegas, Nev.	5,687,014	97
Springfield, Mo.	5,587,737	98
Santa Barbara - Santa Maria - San Luis Obispo, Calif.	5,563,022	99
Waco - Temple, Tex.	5,485,522	100
Madison, Wisc.	5,468,809	101
Rockford, Ill.	5,339,601	102
Sioux Falls - Mitchell, S.D.	5,283,599	103
Fargo, N.D.	5,275,822	104
Burlington - Plattsburgh, Vt.-N.Y.	5,147,098	105
El Paso, Tex.	5,082,219	106
Colorado Springs - Pueblo, Colo.	5,005,749	107
Lafayette, La.	4,882,193	108
Beaumont - Port Arthur, Tex.	4,672,598	109
Augusta, Ga.	4,607,668	110
Ft. Myers - Naples, Fla.	4,550,611	111
Reno, Nev.	4,522,082	112
Savannah, Ga.	4,481,734	113
Yakima, Wash.	4,429,708	114
Greenville - New Bern - Washington, N.C.	4,428,315	115
Amarillo, Tex.	4,361,938	116
Charleston, S.C.	4,267,576	117
Corpus Christi, Tex.	4,205,336	118
Duluth - Superior, Minn.-Wisc.	4,129,501	119
Binghamton, N.Y.	4,119,641	120
Odessa - Midland, Tex.	4,020,532	121
Topeka, Kans.	3,991,791	122
Wichita Falls - Lawton, Tex.-Okla.	3,923,149	123
La Crosse - Eau Claire, Wisc.	3,837,030	124
Columbus, Ga.	3,834,368	125
Erie, Pa.	3,824,395	126
Minot - Bismarck - Dickinson, N.D.	3,802,872	127
Wheeling - Steubenville, W.Va.-Ohio	3,801,425	128
Wausau - Rhinelander, Wisc.	3,786,081	129
Montgomery, Ala.	3,684,754	130
Terre Haute, Ind.	3,670,036	131
Monroe - El Dorado, La.-Ark.	3,660,318	132
Bakersfield, Calif.	3,649,902	133
Lubbock, Tex.	3,645,537	134
Joplin - Pittsburg, Mo.-Kans.	3,636,760	135
Macon, Ga.	3,560,669	136
Boise, Ida.	3,552,052	137
Rochester - Mason City - Austin, Minn.-Iowa	3,550,247	138
Eugene, Ore.	3,526,531	139
Tallahassee, Fla.	3,445,304	140
Sioux City, Iowa	3,443,134	141
McAllen - Brownsville, Tex.	3,388,945	142
Columbia - Jefferson City, Mo.	3,333,703	143
Chico - Redding, Calif.	3,238,700	144
Traverse City - Cadillac, Mich.	3,169,754	145
Missoula - Butte, Mont.	3,131,522	146
Ft. Smith, Ark.	2,839,994	147
Columbus - Tupelo, Miss.	2,815,239	148
Bluefield - Beckley - Oak Hill, W.Va.	2,799,683	149
Florence, S.C.	2,785,550	150
Quincy - Hannibal, Ill.-Mo.	2,708,718	151
Albany, Ga.	2,623,139	152
Wilmington, N.C.	2,622,186	153
Idaho Falls - Pocatello, Ida.	2,601,834	154
Bangor, Maine	2,593,384	155
Utica, N.Y.	2,589,953	156
Sarasota, Fla.	2,582,376	157
Abilene - Sweetwater, Tex.	2,556,798	158
Tyler, Tex.	2,538,270	159
Rapid City, S.D.	2,526,138	160
Medford, Ore.	2,360,661	161
Billings - Hardin, Mont.	2,134,144	162
Elmira, N.Y.	2,058,282	163
Lake Charles, La.	2,038,744	164
Dothan, Ala.	2,014,906	165
Alexandria, La.	1,951,798	166
Salisbury, Md.	1,849,715	167
Watertown - Carthage, N.Y.	1,790,156	168
Gainesville, Fla.	1,750,810	169
Laurel - Hattiesburg, Miss.	1,693,655	170
Clarksburg - Weston, W.Va.	1,658,837	171
Casper - Riverton, Wyo.	1,657,362	172
Meridian, Miss.	1,549,430	173
Great Falls, Mont.	1,527,621	174
Ardmore - Ada, Okla.	1,508,204	175
Biloxi - Gulfport - Pascagoula, Miss.	1,467,434	176
Roswell, N.M.	1,415,763	177
Grand Junction, Colo.	1,389,484	178
Greenwood - Greenville, Miss.	1,361,791	179
Palm Springs, Calif.	1,360,313	180
El Centro - Yuma, Calif.-Ariz.	1,327,039	181
Eureka, Calif.	1,319,233	182
Panama City, Fla.	1,247,258	183
Lafayette, Ind.	1,233,109	184
Cheyenne, Wyo.	1,226,828	185
Jonesboro, Ark.	1,204,551	186
Marquette, Mich.	1,203,877	187
St. Joseph, Mo.	1,158,647	188
Alexandria, Minn.	1,106,748	189
San Angelo, Tex.	1,099,730	190
Jackson, Tenn.	1,093,193	191
Tuscaloosa, Ala.	1,075,058	192
Lima, Ohio	1,008,695	193
Hagerstown, Md.	945,648	194
Anniston, Ala.	929,704	195
Bowling Green, Ky.	894,045	196
Parkersburg, W.Va.	827,090	197
Harrisonburg, Va.	777,082	198
Victoria, Tex.	769,376	199
Zanesville, Ohio	677,847	200
Presque Isle, Maine	633,382	201
Laredo, Tex.	625,539	202
Twin Falls, Ida.	608,314	203
Flagstaff, Ariz.	593,423	204
Ottumwa - Kirksville, Iowa-Mo.	558,778	205
Bend, Ore.	551,827	206
Mankato, Minn.	535,967	207
North Platte, Neb.	377,790	208
Alpena, Mich.	327,715	209
Selma, Ala.	292,943	210
Glendive, Mont.	123,690	211

S&MM/ARBITRON TV MARKET (ADI) RANKING

TOTAL RETAIL SALES

ADI	($000)	Rank
New York, N.Y.	87,799,733	1
Los Angeles, Calif.	66,667,428	2
Chicago, Ill.	42,295,167	3
Philadelphia, Pa.	34,801,156	4
San Francisco, Calif.	33,348,946	5
Boston, Mass.	32,762,126	6
Detroit, Mich.	24,387,191	7
Dallas - Ft. Worth, Tex.	24,258,092	8
Houston, Tex.	23,745,796	9
Washington, D.C.	23,734,550	10
Cleveland, Ohio	18,571,789	11
Miami, Fla.	17,477,374	12
Minneapolis - St. Paul, Minn.	17,441,520	13
Seattle - Tacoma, Wash.	16,525,096	14
Atlanta, Ga.	15,591,105	15
Pittsburgh, Pa.	15,101,114	16
St. Louis, Mo.	14,561,534	17
Denver, Colo.	13,893,885	18
Hartford - New Haven, Conn.	12,870,574	19
Tampa - St. Petersburg, Fla.	12,754,859	20
Sacramento - Stockton, Calif.	12,429,706	21
Baltimore, Md.	11,652,437	22
Portland, Ore.	11,041,107	23
Indianapolis, Ind.	10,947,032	24
San Diego, Calif.	10,860,056	25
Kansas City, Mo.	10,196,296	26
Phoenix, Ariz.	9,549,276	27
Orlando - Daytona Beach - Melbourne, Fla.	9,071,477	28
Cincinnati, Ohio	9,063,120	29
Milwaukee, Wisc.	8,854,101	30
Nashville, Tenn.	8,408,371	31
Charlotte, N.C.	8,366,889	32
New Orleans, La.	8,173,844	33
Providence - New Bedford, R.I.-Mass.	8,060,256	34
Buffalo, N.Y.	8,042,303	35
Columbus, Ohio	8,008,611	36
Oklahoma City, Okla.	7,847,536	37
Salt Lake City, Utah	7,786,490	38
Raleigh - Durham, N.C.	7,554,321	39
San Antonio, Tex.	7,265,762	40
Greenville - Spartanburg - Asheville, S.C.-N.C.	7,260,413	41
Norfolk - Portsmouth - Newport News - Hampton, Va.	7,225,319	42
Grand Rapids - Kalamazoo - Battle Creek, Mich.	7,030,391	43
Memphis, Tenn.	6,880,206	44
Harrisburg - York - Lancaster - Lebanon, Pa.	6,814,966	45
Louisville, Ky.	6,754,182	46
Albany - Schenectady - Troy, N.Y.	6,737,083	47
Charleston - Huntington, W.Va.	6,690,604	48
Greensboro - Winston-Salem - High Point, N.C.	6,496,036	49
Richmond, Va.	6,334,280	50
Dayton, Ohio	6,034,973	51
Flint - Saginaw - Bay City, Mich.	5,987,097	52
Birmingham, Ala.	5,975,957	53
Tulsa, Okla.	5,952,251	54
Shreveport - Texarkana, La.-Tex.-Ark.	5,591,176	55
Wichita - Hutchinson, Kans.	5,486,782	56
Jacksonville, Fla.	5,467,787	57
Little Rock, Ark.	5,465,914	58
Albuquerque, N.M.	5,406,876	59
West Palm Beach, Fla.	5,348,934	60
Toledo, Ohio	5,338,582	61
Portland - Poland Spring, Maine	5,308,470	62
Mobile - Pensacola, Ala.-Fla.	5,218,033	63
Rochester, N.Y.	5,164,532	64
Fresno, Calif.	5,138,327	65
Wilkes-Barre - Scranton, Pa.	5,106,008	66
Knoxville, Tenn.	5,043,692	67
Des Moines, Iowa	5,010,144	68
Syracuse, N.Y.	4,998,416	69
Springfield - Decatur - Champaign, Ill.	4,742,228	70
Roanoke - Lynchburg, Va.	4,641,769	71
Omaha, Neb.	4,458,968	72
Davenport - Rock Island - Moline, Iowa-Ill.	4,335,476	73
Paducah - Cape Girardeau - Harrisburg - Marion, Ky.-Mo.-Ill.	4,283,515	74
Lexington, Ky.	4,112,351	75
Spokane, Wash.	4,061,251	76
Cedar Rapids - Waterloo - Dubuque, Iowa	4,050,981	77
Green Bay, Wisc.	4,023,061	78
Austin, Tex.	3,997,670	79
Springfield, Mass.	3,743,083	80
South Bend - Elkhart, Ind.	3,647,272	81
Johnstown - Altoona, Pa.	3,600,059	82
Chattanooga, Tenn.	3,503,297	83
Lincoln - Hastings - Kearney, Neb.	3,444,591	84
Evansville, Ind.	3,430,415	85
Springfield, Mo.	3,413,040	86
Burlington - Plattsburgh, Vt.-N.Y.	3,352,880	87
Las Vegas, Nev.	3,343,960	88
Bristol - Kingsport - Johnson City, Tenn.	3,249,052	89
Baton Rouge, La.	3,227,683	90
Columbia, S.C.	3,219,862	91
Jackson, Miss.	3,119,531	92
Tucson, Ariz.	3,115,838	93
Youngstown, Ohio	3,089,934	94
Sioux Falls - Mitchell, S.D.	3,047,689	95
Waco - Temple, Tex.	3,038,819	96
Huntsville - Decatur - Florence, Ala.	2,991,062	97
Ft. Wayne, Ind.	2,980,186	98
El Paso, Tex.	2,978,139	99
Salinas - Monterey, Calif.	2,932,779	100
Peoria, Ill.	2,891,864	101
Fargo, N.D.	2,882,235	102
Reno, Nev.	2,864,033	103
Lansing, Mich.	2,849,463	104
Amarillo, Tex.	2,767,135	105
Santa Barbara - Santa Maria - San Luis Obispo, Calif.	2,766,578	106
Greenville - New Bern - Washington, N.C.	2,720,751	107
Beaumont - Port Arthur, Tex.	2,715,043	108
Ft. Myers - Naples, Fla.	2,668,936	109
Madison, Wisc.	2,650,887	110
Colorado Springs - Pueblo, Colo.	2,549,725	111
Yakima, Wash.	2,507,961	112
Corpus Christi, Tex.	2,475,452	113
Lubbock, Tex.	2,464,752	114
Odessa - Midland, Tex.	2,462,900	115
Lafayette, La.	2,462,048	116
Savannah, Ga.	2,403,110	117
Rockford, Ill.	2,364,603	118
Eugene, Ore.	2,354,638	119
McAllen - Brownsville, Tex.	2,354,490	120
Augusta, Ga.	2,289,830	121
Boise, Ida.	2,239,300	122
Charleston, S.C.	2,211,364	123
Erie, Pa.	2,130,643	124
Missoula - Butte, Mont.	2,121,245	125
Wichita Falls - Lawton, Tex.-Okla.	2,113,489	126
Bakersfield, Calif.	2,077,958	127
Duluth - Superior, Minn.-Wisc.	2,066,904	128
Terre Haute, Ind.	2,054,231	129
Binghamton, N.Y.	2,034,371	130
Columbus, Ga.	2,020,249	131
Joplin - Pittsburg, Mo.-Kans	2,015,775	132
Montgomery, Ala.	2,013,365	133
Bluefield - Beckley - Oak Hill, W.Va.	2,007,117	134
Rochester - Mason City - Austin, Minn.-Iowa	1,979,140	135
Tallahassee, Fla.	1,960,574	136
Monroe - El Dorado, La.-Ark.	1,950,642	137
Columbia - Jefferson City, Mo.	1,927,337	138
Sioux City, Iowa	1,920,739	139
Wheeling - Steubenville, W.Va.-Ohio	1,918,568	140
La Crosse - Eau Claire, Wisc.	1,885,613	141
Macon, Ga.	1,877,865	142
Ft. Smith, Ark.	1,869,382	143
Bangor, Maine	1,866,572	144
Traverse City - Cadillac, Mich.	1,829,514	145
Idaho Falls - Pocatello, Ida.	1,825,041	146
Minot - Bismarck - Dickinson, N.D.	1,820,947	147
Chico - Redding, Calif.	1,795,622	148
Wausau - Rhinelander, Wisc.	1,772,279	149
Florence, S.C.	1,771,034	150
Topeka, Kans.	1,737,824	151
Medford, Ore.	1,674,779	152
Abilene - Sweetwater, Tex.	1,572,357	153
Wilmington, N.C.	1,571,045	154
Columbus - Tupelo, Miss.	1,547,322	155
Sarasota, Fla.	1,538,153	156
Tyler, Tex.	1,531,358	157
Billings - Hardin, Mont.	1,502,389	158
Rapid City, S.D.	1,489,553	159
Albany, Ga.	1,445,477	160
Quincy - Hannibal, Ill.-Mo.	1,397,177	161
Utica, N.Y.	1,356,944	162
Salisbury, Md.	1,209,221	163
Casper - Riverton, Wyo.	1,115,523	164
Dothan, Ala.	1,103,013	165
Lake Charles, La.	1,075,688	166
Great Falls, Mont.	1,067,347	167
Watertown - Carthage, N.Y.	1,045,641	168
Gainesville, Fla.	990,397	169
Elmira, N.Y.	980,039	170
Clarksburg - Weston, W.Va.	976,827	171
Laurel - Hattiesburg, Miss.	950,930	172
Alexandria, La.	891,939	173
Greenwood - Greenville, Miss.	876,208	174
Roswell, N.M.	864,097	175
Panama City, Fla.	852,667	176
El Centro - Yuma, Calif.-Ariz.	824,222	177
Meridian, Miss.	819,756	178
Biloxi - Gulfport - Pascagoula, Miss.	809,908	179
Grand Junction, Colo.	794,445	160
Cheyenne, Wyo.	793,587	181
San Angelo, Tex.	787,510	182
Jonesboro, Ark.	783,169	183
St. Joseph, Mo.	754,429	184
Palm Springs, Calif.	753,674	185
Eureka, Calif.	719,734	186
Ardmore - Ada, Okla.	705,106	187
Jackson, Tenn.	701,975	188
Alexandria, Minn.	666,776	189
Parkersburg, W.Va.	663,731	190
Tuscaloosa, Ala.	647,406	191
Lafayette, Ind.	626,079	192
Hagerstown, Md.	625,960	193
Laredo, Tex.	623,600	194
Marquette, Mich.	609,982	195
Lima, Ohio	589,726	196
Bowling Green, Ky.	576,062	197
Victoria, Tex.	533,288	198
Anniston, Ala.	505,478	199
Presque Isle, Maine	481,749	200
Harrisonburg, Va.	442,521	201
Bend, Ore.	436,535	202
Mankato, Minn.	387,898	203
Flagstaff, Ariz.	371,256	204
Zanesville, Ohio	360,035	205
Ottumwa - Kirksville, Iowa-Mo.	342,958	206
Twin Falls, Ida.	329,242	207
North Platte, Neb.	238,686	208
Selma, Ala.	212,681	209
Alpena, Mich.	173,726	210
Glendive, Mont.	98,219	211

S&MM/ARBITRON TV MARKET (ADI) RANKING

BUYING POWER INDEX (BPI)

ADI	BPI	Rank
New York, N.Y.	8.2880	1
Los Angeles, Calif.	5.6302	2
Chicago, Ill.	3.7864	3
Philadelphia, Pa.	3.0631	4
San Francisco, Calif.	2.7801	5
Boston, Mass.	2.5387	6
Detroit, Mich.	2.0689	7
Washington, D.C.	2.0474	8
Houston, Tex.	1.8754	9
Dallas - Ft. Worth, Tex.	1.8656	10
Cleveland, Ohio	1.5936	11
Minneapolis - St. Paul, Minn.	1.4295	12
Seattle - Tacoma, Wash.	1.3746	13
Miami, Fla.	1.3644	14
Pittsburgh, Pa.	1.3637	15
Atlanta, Ga.	1.3142	16
St. Louis, Mo.	1.2226	17
Denver, Colo.	1.1668	18
Hartford - New Haven, Conn.	1.0823	19
Tampa - St. Petersburg, Fla.	1.0414	20
Sacramento - Stockton, Calif.	1.0384	21
Baltimore, Md.	1.0193	22
San Diego, Calif.	.9347	23
Indianapolis, Ind.	.9031	24
Portland, Ore.	.8894	25
Phoenix, Ariz.	.8461	26
Kansas City, Mo.	.8265	27
Milwaukee, Wisc.	.8093	28
Cincinnati, Ohio	.8084	29
Orlando - Daytona Beach - Melbourne, Fla.	.7118	30
New Orleans, La.	.7079	31
Buffalo, N.Y.	.6985	32
Nashville, Tenn.	.6978	33
Charlotte, N.C.	.6910	34
Columbus, Ohio	.6887	35
Oklahoma City, Okla.	.6724	36
Salt Lake City, Utah	.6524	37
Providence - New Bedford, R.I.-Mass.	.6521	38
Grand Rapids - Kalamazoo - Battle Creek, Mich.	.6427	39
Raleigh - Durham, N.C.	.6296	40
San Antonio, Tex.	.5993	41
Greenville - Spartanburg - Asheville, S.C.-N.C.	.5971	42
Harrisburg - York - Lancaster - Lebanon, Pa.	.5835	43
Norfolk - Portsmouth - Newport News - Hampton, Va.	.5835	43
Memphis, Tenn.	.5781	45
Louisville, Ky.	.5666	46
Albany - Schenectady - Troy, N.Y.	.5635	47
Charleston - Huntington, W.Va.	.5414	48
Dayton, Ohio	.5257	49
Greensboro - Winston-Salem - High Point, N.C.	.5200	50
Richmond, Va.	.5140	51
Birmingham, Ala.	.5071	52
Tulsa, Okla.	.5010	53
Flint - Saginaw - Bay City, Mich.	.5006	54
Shreveport - Texarkana, La.-Tex.-Ark.	.4776	55
Wilkes-Barre - Scranton, Pa.	.4769	56
Wichita - Hutchinson, Kans.	.4746	57
Toledo, Ohio	.4630	58
Mobile - Pensacola, Ala.-Fla.	.4517	59
West Palm Beach, Fla.	.4487	60
Rochester, N.Y.	.4480	61
Little Rock, Ark.	.4420	62
Jacksonville, Fla.	.4383	63
Syracuse, N.Y.	.4378	64
Albuquerque, N.M.	.4351	65
Fresno, Calif.	.4346	66
Knoxville, Tenn.	.4162	67
Des Moines, Iowa	.4142	68
Springfield - Decatur - Champaign, Ill.	.3947	69
Omaha, Neb.	.3928	70
Davenport - Rock Island - Moline, Iowa-Ill.	.3849	71
Roanoke - Lynchburg, Va.	.3788	72
Green Bay, Wisc.	.3775	73
Portland - Poland Spring, Maine	.3695	74
Cedar Rapids - Waterloo - Dubuque, Iowa	.3548	75
Spokane, Wash.	.3379	76
Paducah - Cape Girardeau - Harrisburg - Marion, Ky.-Mo.-Ill.	.3347	77
Lexington, Ky.	.3294	78
Austin, Tex.	.3254	79
South Bend - Elkhart, Ind.	.3100	80
Johnstown - Altoona, Pa.	.3087	81
Chattanooga, Tenn.	.2977	82
Baton Rouge, La.	.2957	83
Evansville, Ind.	.2867	84
Jackson, Miss.	.2813	85
Springfield, Mass.	.2797	86
Columbia, S.C.	.2784	87
Lincoln - Hastings - Kearney, Neb.	.2777	88
Bristol - Kingsport - Johnson City, Tenn.	.2732	89
Springfield, Mo.	.2701	90
Tucson, Ariz.	.2682	91
Youngstown, Ohio	.2632	92
Peoria, Ill.	.2601	93
Huntsville - Decatur - Florence, Ala.	.2586	94
Ft. Wayne, Ind.	.2565	95
Lansing, Mich.	.2563	96
Las Vegas, Nev.	.2525	97
Waco - Temple, Tex.	.2501	98
Burlington - Plattsburgh, Vt.-N.Y.	.2479	99
El Paso, Tex.	.2452	100
Sioux Falls - Mitchell, S.D.	.2446	101
Salinas - Monterey, Calif.	.2445	102
Fargo, N.D.	.2366	103
Santa Barbara - Santa Maria - San Luis Obispo, Calif.	.2312	104
Madison, Wisc.	.2285	105
Colorado Springs - Pueblo, Colo.	.2198	106
Rockford, Ill.	.2185	107
Greenville - New Bern - Washington, N.C.	.2182	108
Lafayette, La.	.2153	109
Beaumont - Port Arthur, Tex.	.2094	110
Augusta, Ga.	.2085	111
Savannah, Ga.	.2067	112
Reno, Nev.	.2050	113
Amarillo, Tex.	.2044	114
Ft. Myers - Naples, Fla.	.2031	115
Yakima, Wash.	.1986	116
Charleston, S.C.	.1978	117
Corpus Christi, Tex.	.1957	118
McAllen - Brownsville, Tex.	.1855	119
Odessa - Midland, Tex.	.1812	120
Duluth - Superior, Minn.-Wisc.	.1811	121
Lubbock, Tex.	.1794	122
Columbus, Ga.	.1790	123
Wichita Falls - Lawton, Tex.-Okla.	.1765	124
Binghamton, N.Y.	.1763	125
Monroe - El Dorado, La.-Ark.	.1738	126
Eugene, Ore.	.1718	127
Erie, Pa.	.1717	128
Montgomery, Ala.	.1716	129
Boise, Ida.	.1688	130
La Crosse - Eau Claire, Wisc.	.1682	131
Wheeling - Steubenville, W.Va.-Ohio	.1682	131
Terre Haute, Ind.	.1679	133
Joplin - Pittsburg, Mo.-Kans.	.1678	134
Topeka, Kans.	.1636	135
Wausau - Rhinelander, Wisc.	.1636	135
Bakersfield, Calif.	.1629	137
Tallahassee, Fla.	.1614	138
Minot - Bismarck - Dickinson, N.D.	.1612	139
Macon, Ga.	.1593	140
Rochester - Mason City - Austin, Minn.-Iowa	.1592	141
Sioux City, Iowa	.1560	142
Columbia - Jefferson City, Mo.	.1533	143
Missoula - Butte, Mont.	.1516	144
Traverse City - Cadillac, Mich.	.1495	145
Chico - Redding, Calif.	.1473	146
Bluefield - Beckley - Oak Hill, W.Va.	.1448	147
Ft. Smith, Ark.	.1407	148
Florence, S.C.	.1381	149
Columbus - Tupelo, Miss.	.1367	150
Bangor, Maine	.1322	151
Idaho Falls - Pocatello, Ida.	.1304	152
Wilmington, N.C.	1268	153
Albany, Ga.	.1248	154
Quincy - Hannibal, Ill.-Mo.	.1216	155
Abilene - Sweetwater, Tex.	.1204	156
Medford, Ore.	.1192	157
Tyler, Tex.	.1172	158
Utica, N.Y.	.1147	159
Rapid City, S.D.	.1145	160
Sarasota, Fla.	.1142	161
Billings - Hardin, Mont.	.1038	162
Dothan, Ala.	.0951	163
Elmira, N.Y.	.0895	164
Lake Charles, La.	.0895	164
Salisbury, Md.	.0893	166
Alexandria, La.	.0870	167
Watertown - Carthage, N.Y.	.0846	168
Clarksburg - Weston, W.Va.	.0808	169
Laurel - Hattiesburg, Miss.	.0799	170
Gainesville, Fla.	.0798	171
Casper - Riverton, Wyo.	.0775	172
Great Falls, Mont.	.0747	173
Meridian, Miss.	.0734	174
Greenwood - Greenville, Miss.	.0729	175
Ardmore - Ada, Okla.	.0677	176
Biloxi - Gulfport - Pascagoula, Miss.	.0667	177
Roswell, N.M.	.0659	178
El Centro - Yuma, Calif.-Ariz.	.0653	179
Panama City, Fla.	.0635	180
Grand Junction, Colo.	.0626	181
Jonesboro, Ark.	.0609	182
Palm Springs, Calif.	.0603	183
Eureka, Calif.	.0592	184
Cheyenne, Wyo.	.0574	185
St. Joseph, Mo.	.0555	186
Alexandria, Minn.	.0546	187
Marquette, Mich.	.0546	187
Jackson, Tenn.	.0538	189
Lafayette, Ind.	.0537	190
San Angelo, Tex.	.0533	191
Tuscaloosa, Ala.	.0515	192
Lima, Ohio	.0462	193
Hagerstown, Md.	.0460	194
Bowling Green, Ky.	.0440	195
Anniston, Ala.	.0431	196
Parkersburg, W.Va.	.0424	197
Laredo, Tex.	.0393	198
Harrisonburg, Va.	.0373	199
Victoria, Tex.	.0366	200
Presque Isle, Maine	.0333	201
Zanesville, Ohio	.0310	202
Flagstaff, Ariz.	.0293	203
Bend, Ore.	.0285	204
Twin Falls, Ida.	.0279	205
Ottumwa - Kirksville, Iowa-Mo.	.0272	206
Mankato, Minn.	.0268	207
North Platte, Neb.	.0178	208
Selma, Ala.	.0161	209
Alpena, Mich.	.0151	210
Glendive, Mont.	.0064	211

S&MM's SURVEY OF TELEVISION MARKETS

	S&MM ESTIMATES 1983												
	POPULATION—12/31/83										EFFECTIVE BUYING INCOME	RETAIL SALES	
					Population by Age Group (Thousands)								
STATE S&MM/ARBITRON TV MARKET (ADI)	Total Pop. (Thous.)	Total House-holds (Thous.)	Black Pop. (Thous.)	Spanish-Origin Pop. (Thous.)	2–11 Years	12–17 Years	18–24 Years	25–34 Years	35–49 Years	50 & Over	Total EBI ($000)	Total Retail Sales ($000)	**Buying Power Index**
ALABAMA													
ANNISTON	122.8	42.3	22.6	1.1	17.7	11.3	20.8	20.3	20.6	28.5	929,704	505,478	.0431
BIRMINGHAM	1,357.9	496.4	338.7	8.8	199.1	126.9	158.5	225.4	237.3	367.7	11,219,689	5,975,957	.5071
DOTHAN	284.2	100.0	53.0	3.2	44.6	27.9	33.3	45.5	50.1	73.4	2,014,906	1,103,013	.0951
HUNTSVILLE-DECATUR-FLORENCE	688.3	251.1	87.5	4.9	100.6	69.7	82.7	110.5	133.8	170.5	5,790,851	2,991,062	.2586
MOBILE-PENSACOLA	1,161.1	404.6	273.4	15.4	184.3	117.9	151.1	193.6	210.1	264.2	10,285,557	5,218,033	.4517
MONTGOMERY	491.3	172.3	191.1	4.8	76.6	48.9	61.5	76.0	82.9	129.3	3,684,754	2,013,385	.1716
SELMA	51.9	17.5	29.1	.6	9.0	6.0	6.1	7.5	8.1	13.4	292,943	212,681	.0161
TUSCALOOSA	142.3	50.3	40.3	1.2	20.2	12.0	26.2	23.9	23.1	32.6	1,075,058	647,406	.0515
ARIZONA													
FLAGSTAFF	84.7	26.2	1.3	8.7	14.8	8.3	17.1	16.1	13.1	11.7	593,423	371,256	.0293
PHOENIX	2,112.2	790.7	58.5	303.1	309.8	193.5	260.9	358.8	365.0	553.3	19,802,049	9,549,276	.8461
TUCSON	708.1	269.1	19.9	174.2	99.4	62.8	96.4	125.4	119.1	182.6	6,034,289	3,115,838	.2682
ARKANSAS													
FT. SMITH	381.4	137.9	9.4	3.1	55.1	35.9	48.2	60.0	67.0	103.5	2,839,994	1,869,382	.1407
JONESBORO	182.6	67.0	3.4	1.1	25.3	16.9	21.4	26.5	31.6	55.7	1,204,551	783,169	.0609
LITTLE ROCK	1,211.6	435.2	220.8	8.7	179.0	112.7	142.7	193.9	208.7	335.9	9,375,784	5,465,914	.4420
CALIFORNIA													
BAKERSFIELD	376.9	133.3	19.7	89.2	60.1	35.4	47.2	65.2	65.0	89.3	3,649,902	2,077,958	.1629
CHICO-REDDING	380.5	148.2	2.7	20.0	49.6	32.8	46.9	63.4	65.0	111.5	3,238,700	1,795,622	.1473

San Francisco has no city limits.

Thinking of the San Francisco market as no more than the City of San Francisco is a big marketing mistake. The City's influence extends across 10,000 square miles and 10 counties. This spectacular ADI ranks fifth nationally in both effective buying income ($71.3 billion) and annual retail sales ($34.3 billion). Its sales potential is limitless.

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- 76% of Marin County, with California's highest median household EBI
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- 89% of San Francisco
- 42% of the East Bay's 1.4 million adult residents.

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Sources: Scarborough San Francisco Report, 1984, 5-issue reach. Sales & Marketing Management Survey of Buying Power, 1984. ABC audits, September 1983

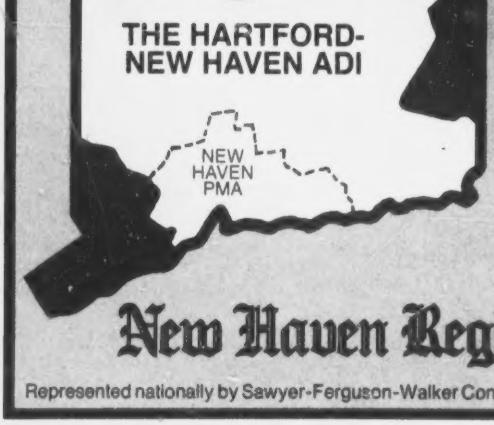
SAN FRANCISCO NEWSPAPER AGENCY

Agent of San Francisco Chronicle/San Francisco Examiner/San Francisco Sunday Examiner & Chronicle, 925 Mission Street, San Francisco, CA 94103

San Francisco Chronicle San Francisco Examiner Sunday Examiner & Chronicle

S&MM's SURVEY OF TELEVISION MARKETS

STATE S&MM/ARBITRON TV MARKET (ADI)	S&MM ESTIMATES 1983												Buying Power Index
	POPULATION—12/31/83										EFFECTIVE BUYING INCOME	RETAIL SALES	
	Total Pop. (Thous.)	Total House-holds (Thous.)	Black Pop. (Thous.)	Spanish-Origin Pop. (Thous.)	Population by Age Group (Thousands)						Total EBI ($000)	Total Retail Sales ($000)	
					2–11 Years	12–17 Years	18–24 Years	25–34 Years	35–49 Years	50 & Over			
CA (cont.)													
EL CENTRO-YUMA	187.5	60.5	4.9	90.1	32.4	19.7	24.1	28.9	30.5	44.7	1,327,039	824,222	.0653
EUREKA	148.7	58.7	.6	5.7	19.3	11.8	20.6	28.9	24.7	38.7	1,319,233	719,734	.0592
FRESNO	1,128.8	387.4	44.6	353.5	180.1	109.8	145.9	195.3	191.4	263.1	9,727,178	5,138,327	.4346
LOS ANGELES	12,118.7	4,406.6	1,117.4	3,164.7	1,687.2	1,074.1	1,566.2	2,248.2	2,252.9	2,905.9	135,807,941	66,667,428	5.6302
PALM SPRINGS	141.8	52.3	6.6	29.2	20.0	12.3	15.6	23.0	23.2	43.1	1,360,313	753,674	.0603
SACRAMENTO-STOCKTON	2,384.0	906.1	121.6	301.3	330.0	214.1	300.0	435.1	430.7	597.6	24,306,525	12,429,706	1.0384
SALINAS-MONTEREY	559.7	196.8	21.7	138.6	76.7	45.9	80.5	112.5	92.0	133.1	5,726,878	2,932,779	.2445
SAN DIEGO	2,036.1	749.3	116.8	329.9	261.2	165.6	326.4	390.3	345.2	485.9	22,696,449	10,860,056	.9347
SAN FRANCISCO	5,342.1	2,086.5	466.2	712.3	647.1	449.5	649.5	1,061.7	1,051.3	1,338.0	69,075,811	33,348,946	2.7801
SANTA BARBARA-SANTA MARIA-SAN LUIS OBISPO	493.7	185.9	11.0	82.8	56.2	38.9	81.3	91.5	82.0	130.7	5,563,022	2,766,578	.2312
COLORADO													
COLORADO SPRINGS-PUEBLO	562.4	205.1	24.1	92.2	81.9	52.6	82.3	100.6	99.3	127.0	5,005,749	2,549,725	.2198
DENVER	2,510.7	965.9	84.7	244.7	351.8	219.3	351.8	537.9	468.4	501.1	28,068,519	13,893,885	1.1668
GRAND JUNCTION	151.0	55.6	.3	11.5	22.3	13.3	17.[illegible]	27.7	26.7	38.5	1,389,484	794,445	.0626
CONNECTICUT													
HARTFORD-NEW HAVEN	2,226.6	806.8	159.2	78.5	277.9	209.3	274.8	379.9	403.5	625.0	26,450,990	12,870,574	1.0823
DISTRICT OF COLUMBIA													
WASHINGTON	4,053.8	1,480.8	942.0	102.5	542.4	388.2	496.0	792.6	838.5	884.6	51,373,584	23,734,550	2.0474
FLORIDA													
FT. MYERS-NAPLES	448.9	183.7	32.7	23.1	48.2	33.4	38.5	56.9	66.6	195.1	4,550,611	2,668,936	.2031
GAINESVILLE	204.0	75.1	38.1	6.0	25.0	16.1	45.7	40.1	31.0	40.3	1,750,810	990,397	.0798
JACKSONVILLE	1,074.1	387.4	240.6	17.7	160.1	103.7	131.0	185.8	192.8	266.4	9,708,308	5,467,787	.4383
MIAMI	2,951.9	1,138.2	453.1	762.0	325.8	231.5	305.4	456.3	529.4	1,036.3	31,294,343	17,477,374	1.3644



New England's 2nd ADI

HARTFORD/NEW HAVEN ADI MEDIA FACTS

FACT 1 You can't cover the Hartford/New Haven ADI without buying the New Haven Primary Market Area (PMA).

FACT 2 The New Haven PMA covers 31 cities and towns with 496,000 adults 18 +.

FACT 3 The Register and/or Journal-Courier reaches 50% of all adults in the PMA every day...and the Sunday Register reaches 68% of all adults.

New Haven Register Journal-Courier

Represented nationally by Sawyer-Ferguson-Walker Company

Source: New Haven CMS conducted by Belden Associates, 1983

S&MM's SURVEY OF TELEVISION MARKETS

STATE S&MM/ARBITRON TV MARKET (ADI)	S&MM ESTIMATES 1983													
	POPULATION—12/31/83										EFFECTIVE BUYING INCOME	RETAIL SALES	
					Population by Age Group (Thousands)								
	Total Pop. (Thous.)	Total Households (Thous.)	Black Pop. (Thous.)	Spanish-Origin Pop. (Thous.)	2–11 Years	12–17 Years	18–24 Years	25–34 Years	35–49 Years	50 & Over	Total EBI ($000)	Total Retail Sales ($000)	Buying Power Index
FL (cont.)													
ORLANDO-DAYTONA BEACH-MELBOURNE	1,702.0	652.5	216.4	47.7	208.6	151.3	201.8	255.1	296.2	546.4	15,743,482	9,071,477	.7118
PANAMA CITY	176.8	64.9	23.0	2.3	25.8	17.1	20.6	26.9	32.5	48.5	1,247,258	852,667	.0635
SARASOTA	233.5	103.8	12.6	3.6	19.1	14.8	18.0	27.1	32.0	118.7	2,582,376	1,538,153	.1142
TALLAHASSEE	448.6	155.6	151 2	6.0	68.8	42.5	69.8	78.5	73.4	101.0	3,445,304	1,960,574	.1614
TAMPA-ST. PETERSBURG	2,473.1	994.6	256.5	114.6	276.5	193.8	246.1	345.8	386.7	967.9	23,702,389	12,754,859	1.0414
WEST PALM BEACH	939.3	383.5	135.0	42.3	102.2	70.0	88.7	132.0	144.7	379.8	10,883,855	5,348,934	.4487
GEORGIA													
ALBANY	380.8	127.0	133.0	3.8	64.4	40.3	45.5	61.5	63.5	91.7	2,623,139	1,445.477	.1248
ATLANTA	3,120.8	1,119.5	697.1	32.5	465.2	298.7	385.4	598.0	612.1	666.4	30,502,505	15,591,105	1.3142
AUGUSTA	608.2	206.3	236.1	8.4	95.3	62.1	78.0	102.4	103.7	145.8	4,607,668	2,289,830	.2085
COLUMBUS	531.7	181.5	203.1	8.6	79.1	52.6	84.0	86.0	85.1	127.7	3,834,368	2,020 249	.1790
MACON	418.5	142.6	147.3	4.0	64.0	42.8	53.1	69.0	75.5	100.3	3,560,669	1,877,865	.1593
SAVANNAH	587.0	196.1	200.3	8.6	90.9	56.5	92.3	99.3	93.3	133.4	4,481,734	2,403,110	.2067
IDAHO													
BOISE	425.7	153.2	1.8	22.9	68.9	39.2	51.3	75.4	74.2	100.3	3,552,052	2,239,300	.1688
IDAHO FALLS-POCATELLO	329.1	108.2	.7	14.7	63.2	31.4	43.4	57.1	53.2	64.0	2,601,834	1,825,041	.1304
TWIN FALLS	75.4	26.3	.0	3.4	12.6	6.7	8.1	11.9	12.6	20.3	608.314	329,242	.0279
ILLINOIS													
CHICAGO	8,450.1	3,038.8	1,618.8	666.1	1,218.2	805.1	1,044.4	1,482.4	1,536.6	2,093.8	93,156,155	42,295,167	3.7864
PEORIA	587.7	218.2	27.9	5.2	85.0	52.3	82.6	99.8	100.1	148.7	6,381,891	2,891,864	.2601
QUINCY-HANNIBAL	332.6	125.5	6.7	2.2	44.3	29.3	42.0	48.3	53.1	105.4	2,708,718	1,397,177	.1216
ROCKFORD	517.5	192.0	29.8	9.5	77.2	51.4	60.6	86.8	94.0	131.0	5,339,601	2,364,603	.2185
SPRINGFIELD-DECATUR-CHAMPAIGN	924.5	352.7	52.0	7.8	125.3	79.5	138.4	154.2	153.6	244.9	9,134,504	4,742,228	.3947
INDIANA													
EVANSVILLE	714.6	263.7	30.8	3.5	102.5	67.2	84.5	114.8	122.9	200.0	6,495,406	3,430,415	.2867
FT. WAYNE	659.0	232.0	28.3	8.5	103.5	64.4	79.1	111.4	113.0	164.5	5,830,949	2,980,186	.2565
INDIANAPOLIS	2,204.3	791.8	195.1	16.9	323.6	212.3	285.6	377.1	399.6	537.9	20,468,035	10,947,032	.9031
LAFAYETTE	133.0	45.6	2.0	1.5	16.0	10.0	34.4	22.7	19.3	27.0	1,233,109	626,079	.0537
SOUTH BEND-ELKHART	778.1	277.8	58.0	10.1	118.2	74.6	92.8	128.8	133.8	204.2	7,058,728	3,647,272	.3100
TERRE HAUTE	438.2	164.5	7.3	2.0	59.1	38.7	53.6	65.4	71.6	136.8	3,670,036	2,054,231	.1679

In This $20.5 Billion Market,* More Than 1/3 Million Adults Live in Pay TV Households. Can You Afford to Miss Them?

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*Indianapolis ADI

Sources:
Scarborough Market Study
1984 S&MM "Survey of Buying Power"

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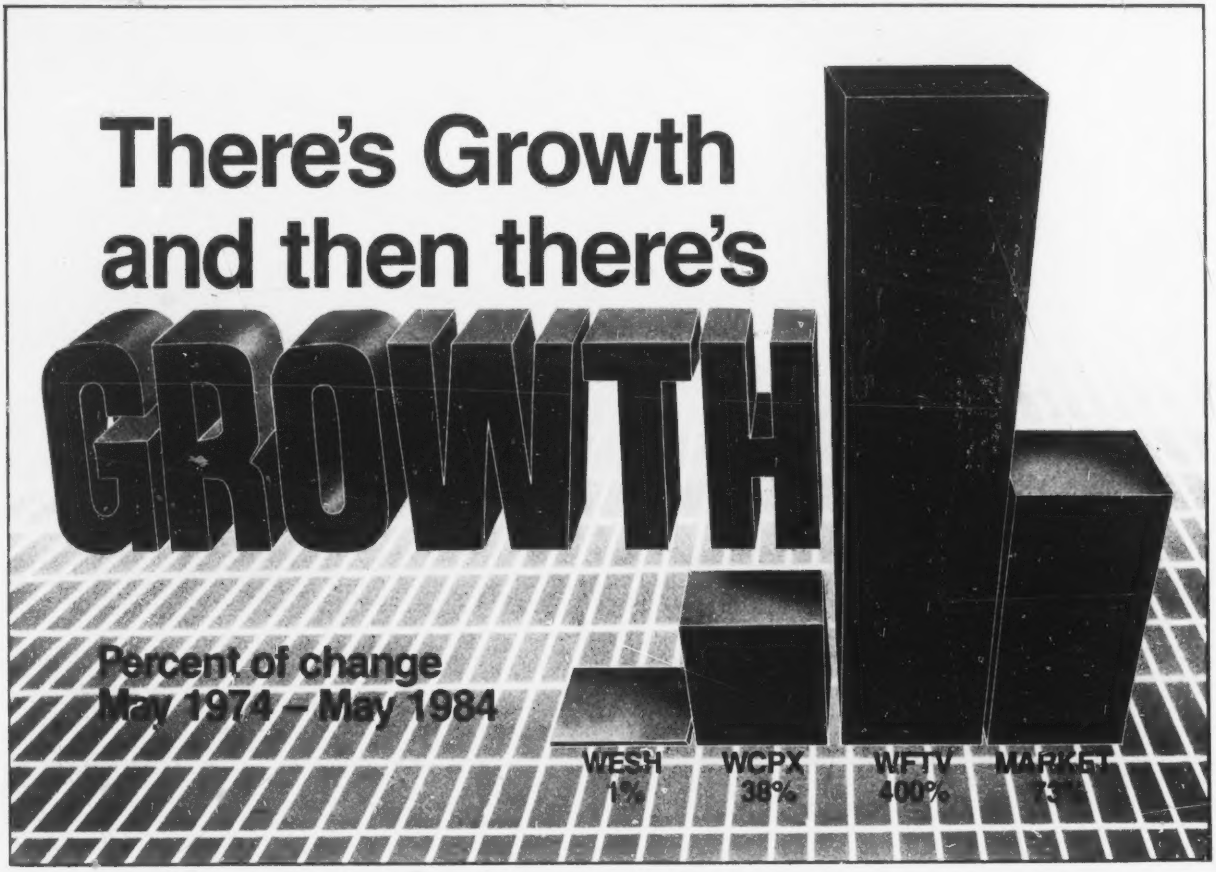
There's Growth and then there's



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ORLANDO

DAYTONA BEACH-MELBOURNE

*Source: Arbitron May '74 and '84, station percent of change for average households, Mon–Fri 6:00 – 6:30 PM. Market change for TVHH. The data herein are subject to qualifications contained within the report.

S&MM's SURVEY OF TELEVISION MARKETS

STATE S&MM/ARBITRON TV MARKET (ADI)	S&MM ESTIMATES 1983												Buying Power Index
	POPULATION—12/31/83										EFFECTIVE BUYING INCOME	RETAIL SALES	
	Total Pop. (Thous.)	Total House-holds (Thous.)	Black Pop. (Thous.)	Spanish-Origin Pop. (Thous.)	Population by Age Group (Thousands)						Total EBI ($000)	Total Retail Sales ($000)	
					2–11 Years	12–17 Years	18–24 Years	25–34 Years	35–49 Years	50 & Over			
IOWA													
CEDAR RAPIDS-WATERLOO-DUBUQUE	868.7	318.2	13.7	4.9	123.4	83.9	124.1	144.7	140.4	223.6	8,336,683	4,050,981	.3548
DAVENPORT-ROCK ISLAND-MOLINE	903.2	339.0	23.3	24.3	132.8	87.2	104.7	147.9	156.0	244.8	9,246,053	4,335,476	.3849
DES MOINES	959.7	369.6	17.2	8.3	130.1	84.3	126.3	156.9	159.7	272.6	9,582,367	5,010,144	.4142
OTTUMWA-KIRKSVILLE	77.6	29.1	.4	.4	9.8	6.2	11.6	11.9	11.8	24.1	558,778	342,958	.0272
SIOUX CITY	399.0	149.1	1.3	2.6	58.1	36.1	48.2	59.8	61.6	121.1	3,443,134	1,920,739	.1560
KANSAS													
TOPEKA	403.5	150.8	26.6	13.4	54.5	32.4	67.4	69.1	62.4	103.6	3,991,791	1,737,824	.1636
WICHITA-HUTCHINSON	1,093.5	421.6	41.4	33.7	152.8	94.6	135.2	178.7	182.1	313.1	11,294,206	5,486,782	.4746
KENTUCKY													
BOWLING GREEN	119.4	43.1	8.9	.9	16.3	10.5	19.5	19.3	20.3	29.8	894,045	576,062	.0440
LEXINGTON	882.9	317.3	54.9	6.5	131.0	83.3	123.0	153.2	153.4	211.2	7,002,978	4,112,351	.3294
LOUISVILLE	1,429.5	515.3	146.0	10.9	212.3	137.1	178.6	248.3	253.2	354.0	12,746,865	6,754,182	.5666
PADUCAH-CAPE GIRARDEAU-HARRISBURG-MARION	895.0	341.7	55.7	5.5	119.2	77.7	113.5	133.7	149.3	276.1	7,015,628	4,283,515	.3347
LOUISIANA													
ALEXANDRIA	265.2	88.6	66.0	4.9	42.0	26.4	40.0	41.8	43.5	61.2	1,951,798	891,939	.0870
BATON ROUGE	757.0	253.8	246.6	13.1	123.1	77.7	112.7	139.0	126.9	149.1	7,007,818	3,227,683	.2957
LAFAYETTE	567.3	193.6	142.1	10.9	94.0	62.4	77.2	91.0	94.5	126.0	4,882,193	2,462,048	.2153
LAKE CHARLES	220.0	76.4	46.2	2.8	35.4	22.4	29.0	36.9	38.8	49.2	2,038,744	1,075,688	.0895
MONROE-EL DORADO	535.3	187.5	180.1	4.7	85.9	53.8	68.7	76.8	85.2	145.2	3,660,318	1,950,642	.1738
NEW ORLEANS	1,768.5	631.8	527.2	57.7	278.2	180.3	231.0	318.2	303.9	393.0	16,354,400	8,173,844	.7079
SHREVEPORT-TEXARKANA	1,275.6	460.8	351.9	21.6	194.3	120.3	150.4	195.2	212.8	359.1	10,618,026	5,591,176	.4776
MAINE													
BANGOR	344.6	123.2	.4	1.1	48.4	33.0	43.0	56.5	59.3	94.3	2,593,384	1,866,572	.1322
PORTLAND-POLAND SPRING	860.4	317.8	2.3	4.0	117.9	81.9	102.4	144.7	148.4	240.6	7,569,919	5,308,470	.3695
PRESQUE ISLE	88.3	29.7	.8	.5	13.7	9.6	11.5	14.4	15.0	21.2	633,382	481,749	.0333
MARYLAND													
BALTIMORE	2,409.5	856.8	593.1	23.8	311.1	234.3	300.5	427.7	453.1	618.1	24,226,329	11,652,437	1.0193
HAGERSTOWN	114.6	41.0	5.0	.7	14.4	10.9	14.0	19.0	21.2	32.2	945,648	625,960	.0460
SALISBURY	224.8	81.9	51.4	1.7	28.9	21.2	26.1	35.1	39.2	68.0	1,849,715	1,209,221	.0893
MASSACHUSETTS													
BOSTON	5,348.8	1,952.2	201.1	110.4	669.2	504.8	686.3	936.6	941.5	1,475.6	58,512,796	32,762,126	2.5387
SPRINGFIELD	647.8	234.1	33.0	24.9	80.3	59.1	95.2	107.0	104.8	184.9	6,055,759	3,743,083	.2797
MICHIGAN													
ALPENA	41.9	15.3	.0	.1	5.8	4.6	4.6	5.7	7.4	12.6	327,715	173,726	.0151
DETROIT	4,656.5	1,661.6	893.8	76.5	683.4	460.9	584.2	821.3	829.8	1,137.3	49,228,678	24,387,191	2.0689
FLINT-SAGINAW-BAY CITY	1,221.2	423.7	119.5	28.7	191.7	129.8	159.6	201.3	216.1	281.7	11,429,288	5,987,097	.5006
GRAND RAPIDS-KALAMAZOO-BATTLE CREEK	1,607.4	564.6	94.7	30.3	241.1	156.6	218.8	273.1	274.8	388.9	15,301,202	7,030,391	.6427
LANSING	613.3	211.2	35.1	15.5	89.1	57.4	100.5	114.7	104.9	127.3	6,158,998	2,849,463	.2563
MARQUETTE	158.6	54.6	1.5	.8	21.2	13.6	26.4	25.5	23.7	43.0	1,203,877	609,982	.0546
TRAVERSE CITY-CADILLAC	414.0	150.5	2.5	2.3	59.1	41.6	44.0	64.4	69.8	122.0	3,169,754	1,829,514	.1495

S&MM's SURVEY OF TELEVISION MARKETS

	S&MM ESTIMATES 1983													
	POPULATION—12/31/83										EFFECTIVE BUYING INCOME	RETAIL SALES	
					Population by Age Group (Thousands)								
STATE S&MM/ARBITRON TV MARKET (ADI)	Total Pop. (Thous.)	Total House-holds (Thous.)	Black Pop. (Thous.)	Spanish-Origin Pop. (Thous.)	2–11 Years	12–17 Years	18–24 Years	25–34 Years	35–49 Years	50 & Over	Total EBI ($000)	Total Retail Sales ($000)	Buying Power Index
MINNESOTA													
ALEXANDRIA	165.7	58.0	.1	.5	23.7	16.6	19.1	22.7	26.2	51.7	1,106,748	666,776	.0546
DULUTH-SUPERIOR	472.9	174.5	1.3	1.5	65.4	44.1	55.6	74.5	75.7	142.7	4,129,501	2,066,904	.1811
MANKATO	64.8	23.1	.2	.4	8.2	5.3	12.8	10.6	9.1	16.6	535,967	387,898	.0268
MINNEAPOLIS-ST. PAUL	3,192.3	1,152.9	50.9	26.3	455.0	307.2	421.5	579.4	558.2	765.9	33,418,776	17,441,520	1.4295
ROCHESTER-MASON CITY-AUSTIN	385.0	145.3	.8	3.5	53.7	36.6	43.0	59.4	65.0	114.8	3,550,247	1,979,140	.1592
MISSISSIPPI													
BILOXI-GULFPORT-PASCAGOULA	174.9	60.2	35.3	3.3	27.0	16.9	27.8	29.3	29.5	38.1	1,467,404	809,908	.0667
COLUMBUS-TUPELO	441.5	150.9	127.5	3.5	69.5	43.8	57.6	66.7	73.5	115.4	2,815,239	1,547,322	.1367
GREENWOOD-GREENVILLE	252.1	79.7	147.7	3.3	46.8	28.6	31.7	35.6	35.4	63.5	1,361,791	876,208	.0729
JACKSON	808.1	274.2	353.4	7.1	133.1	82.3	101.2	130.1	130.9	200.9	6,213,295	3,119,531	.2813
LAUREL-HATTIESBURG	231.7	79.9	60.8	2.1	36.4	22.6	31.8	35.9	38.0	58.9	1,693,655	950,930	.0799
MERIDIAN	227.7	78.8	89.4	2.3	37.5	22.5	26.7	33.2	35.8	64.0	1,549,430	819,756	.0734
MISSOURI													
COLUMBIA-JEFFERSON CITY	390.0	139.0	19.7	2.9	50.5	33.2	65.2	65.4	62.3	101.8	3,333,703	1,927,337	.1533
JOPLIN-PITTSBURG	456.5	174.8	4.1	3.8	62.1	40.0	50.5	65.5	75.7	149.2	3,636,760	2,015,775	1678
KANSAS CITY	1,857.1	699.5	194.7	38.3	260.1	166.5	231.3	321.6	335.6	483.4	19,125,853	10,196,296	.8265
ST. JOSEPH	135.3	51.2	2.8	1.7	17.5	11.6	17.3	19.3	20.9	44.5	1,158,647	754,429	.0555
ST. LOUIS	2,865.1	1,045.8	415.8	25.2	406.5	275.5	333.1	464.2	507.4	789.0	28,454,151	14,561,534	1.2226
SPRINGFIELD	753.6	280.6	8.2	5.9	99.6	65.6	90.5	108.0	127.3	241.2	5,587,737	3,413,040	.2701
MONTANA													
BILLINGS-HARDIN	233.2	88.2	.3	5.5	36.0	21.4	27.2	41.3	40.9	57.7	2,134,144	1,502,389	.1038
GLENDIVE	13.8	5.2	.0	.1	2.2	1.3	1.8	2.3	2.3	3.4	123,690	98,219	.0064
GREAT FALLS	177.3	66.4	1.0	2.0	26.7	17.2	21.8	29.1	30.8	45.2	1,527,621	1,067,347	.0747
MISSOULA-BUTTE	362.7	136.9	.4	3.8	51.3	33.1	49.4	67.4	63.4	86.1	3,131,522	2,121,245	.1516
NEBRASKA													
LINCOLN-HASTINGS-KEARNEY	678.1	255.9	4.2	7.9	92.1	56.5	90.8	109.3	107.2	200.6	6,208,813	3,444,591	.2777
NORTH PLATTE	43.4	16.0	.1	1.6	6.9	4.0	4.9	7.2	7.3	11.5	377,790	238,686	.0178
OMAHA	932.4	346.1	46.7	13.8	137.7	89.3	111.0	156.4	160.6	246.1	9,383,504	4,458,968	.3928
NEVADA													
LAS VEGAS	540.0	211.8	53.8	39.6	74.6	49.1	68.8	101.6	110.8	117.9	5,687,014	3,343,960	.2525
RENO	416.7	165.7	5.8	21.9	51.5	35.4	52.0	82.4	82.2	101.0	4,522,082	2,864,033	.2050
NEW MEXICO													
ALBUQUERQUE	1,132.1	393.2	13.2	392.6	184.9	118.2	143.1	203.7	200.8	237.7	9,401,018	5,406,876	.4351
ROSWELL	158.2	55.9	4.8	42.6	26.1	15.3	18.4	24.3	25.9	41.8	1,415,763	864,097	.0659

Survey of Buying Power, published in July, includes the most current estimates of the demographic and socioeconomic factors of regions, states, metropolitan markets, counties, and cities.

S&MM's SURVEY OF TELEVISION MARKETS

STATE S&MM/ARBITRON TV MARKET (ADI)	S&MM ESTIMATES 1983												Buying Power Index
	POPULATION—12/31/83										EFFECTIVE BUYING INCOME	RETAIL SALES	
	Total Pop. (Thous.)	Total House-holds (Thous.)	Black Pop. (Thous.)	Spanish-Origin Pop. (Thous.)	Population by Age Group (Thousands)						Total EBI ($000)	Total Retail Sales ($000)	
					2–11 Years	12–17 Years	18–24 Years	25–34 Years	35–49 Years	50 & Over			
NEW YORK													
ALBANY-SCHENECTADY-TROY	1,311.8	480.1	38.8	12.5	171.7	125.1	158.0	211.6	223.6	387.6	13,099,865	6,737,083	.5635
BINGHAMTON	431.6	154.4	4.1	2.7	59.1	43.3	52.3	66.1	76.1	122.6	4,119,641	2,034,371	.1763
BUFFALO	1,725.4	622.4	123.6	20.7	230.4	167.0	212.8	267.5	294.1	506.6	16,246,092	8,042,303	.6985
ELMIRA	241.3	85.8	5.3	1.5	34.3	24.3	27.8	36.5	41.5	69.6	2,058,282	980,039	.0895
NEW YORK	18,025.8	6,623.6	2,989.2	2,161.0	2,292.0	1,670.2	1,974.7	2,995.8	3,459.7	5,163.5	211,354,216	87,799,733	8.2880
ROCHESTER	956.1	346.6	80.9	19.9	129.3	92.3	123.1	166.7	171.3	246.2	11,004,755	5,164,532	.4480
SYRACUSE	1,047.7	367.5	41.0	9.8	141.9	101.4	154.9	172.7	175.1	271.6	10,369,227	4,998,416	.4378
UTICA	293.4	103.3	5.7	2.5	38.9	28.2	38.0	42.9	48.1	89.3	2,589,953	1,356,944	.1147
WATERTOWN-CARTHAGE	232.9	77.6	.5	1.1	34.9	24.3	33.0	34.2	37.8	61.5	1,790,156	1,045,641	.0846
NORTH CAROLINA													
CHARLOTTE	1,772.9	639.6	339.1	12.3	257.7	169.2	212.6	306.0	337.4	439.8	15,300,953	8,366,889	.6910
GREENSBORO-WINSTON SALEM-HIGH POINT	1,277.2	473.8	236.0	8.5	174.8	119.8	152.7	218.8	246.6	332.0	11,537,937	6,496,036	.5200
GREENVILLE-NEW BERN-WASHINGTON	637.7	216.3	214.9	9.4	93.0	58.6	113.2	105.5	103.1	142.5	4,428,315	2,720,751	.2182
RALEIGH-DURHAM	1,667.5	587.1	516.0	21.2	237.6	153.4	255.2	304.4	294.4	372.1	13,819,531	7,554,321	.6296
WILMINGTON	364.0	126.4	97.7	3.4	57.5	37.2	42.5	61.1	64.0	90.4	2,622,186	1,571,045	.1268
NORTH DAKOTA													
FARGO	595.1	212.2	1.6	3.9	83.7	53.7	86.3	94.4	90.9	165.9	5,275,822	2,882,235	.2366
MINOT-BISMARCK-DICKINSON	399.4	140.4	1.2	2.2	62.8	39.5	50.4	65.7	64.1	101.6	3,802,872	1,820,947	.1612
OHIO													
CINCINNATI	1,963.6	719.9	194.0	10.9	289.8	189.7	248.1	328.0	344.8	498.4	19,207,179	9,063,120	.8084
CLEVELAND	3,785.1	1,407.8	472.1	49.1	531.1	359.6	450.6	629.7	671.7	1,030.0	37,416,241	18,571,789	1.5936
COLUMBUS	1,681.6	631.1	152.1	10.2	244.3	154.4	228.7	301.8	304.3	395.8	16,000,306	8,008,611	.6887
DAYTON	1,287.4	482.5	127.2	8.1	188.0	122.9	154.0	214.7	238.0	329.4	12,270,527	6,034,973	.5257
LIMA	113.0	40.9	11.5	.9	17.4	11.1	13.6	18.4	18.7	29.8	1,008,695	589,726	.0462
TOLEDO	1,132.3	411.6	71.9	34.2	171.7	106.8	149.6	188.2	188.1	290.1	10,785,354	5,338,582	.4630
YOUNGSTOWN	649.4	238.6	62.5	6.9	89.5	60.5	75.7	102.7	111.7	190.8	6,045,935	3,089,934	.2632
ZANESVILLE	84.4	31.2	3.7	.3	12.6	8.4	10.1	13.1	14.4	23.1	677,847	360,035	.0310

The Albany, N.Y. Television Market.

Sources: Fall Nielsen Ratings 1975-82, Simmons 1982

CABLE PENETRATION: 51%
PRIME TIME NETWORK RATINGS: DOWN 26%

The TIMES UNION and KNICKERBOCKER NEWS deliver 99 G.R.P.s and 60% S.M.S.A. Adult Reach with one Daily and Sunday Issue. For details, call Chris Cunningham, Jr. at 518-454-5680.

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S&MM's SURVEY OF TELEVISION MARKETS

	S&MM ESTIMATES 1983												
	POPULATION—12/31/83										EFFECTIVE BUYING INCOME	RETAIL SALES	
					Population by Age Group (Thousands)								
STATE S&MM/ARBITRON TV MARKET (ADI)	Total Pop. (Thous.)	Total House-holds (Thous.)	Black Pop. (Thous.)	Spanish-Origin Pop. (Thous.)	2–11 Years	12–17 Years	18–24 Years	25–34 Years	35–49 Years	50 & Over	Total EBI ($000)	Total Retail Sales ($000)	**Buying Power Index**
OKLAHOMA													
ARDMORE-ADA	203.0	75.7	9.5	2.1	28.3	18.2	22.2	28.1	33.6	66.5	1,508,204	705,106	.0677
OKLAHOMA CITY	1,576.9	594.8	103.5	31.5	225.5	134.1	211.6	266.1	274.9	412.5	15,836,138	7,847,536	.6724
TULSA	1,202.4	451.8	81.8	15.3	174.8	108.1	135.2	200.3	219.3	326.2	11,589,999	5,952,251	.5010
OREGON													
BEND	67.4	25.3	.0	1.1	10.0	6.0	7.3	13.5	12.4	15.9	551,827	436,535	.0285
EUGENE	428.1	164.9	1.7	8.5	60.7	37.0	55.0	83.9	75.1	102.4	3,526,531	2,354,638	.1718
MEDFORD	309.7	117.8	1.1	9.6	44.4	27.7	31.6	53.5	55.5	87.3	2,360,661	1,674,779	.1192
PORTLAND	2,085.8	804.4	35.3	48.2	293.2	180.3	248.6	403.7	369.3	523.4	20,180,988	11,041,107	.8894
PENNSYLVANIA													
ERIE	424.4	151.7	14.4	2.5	61.7	40.6	53.4	67.6	70.4	117.7	3,824,395	2,130,643	.1717
HARRISBURG-YORK-LANCASTER-LEBANON	1,367.6	500.7	54.6	19.6	186.5	125.6	164.6	230.6	247.9	373.7	13,736,510	6,814,966	.5835
JOHNSTOWN-ALTOONA	854.7	305.1	7.6	3.4	116.8	78.3	116.2	131.3	140.0	248.3	6,736,844	3,600,059	.3087
PHILADELPHIA	7,031.3	2,538.6	1,134.7	195.4	917.2	662.8	857.5	1,149.2	1,253.7	1,999.6	73,887,770	34,801,156	3.0631
PITTSBURGH	3,322.3	1,240.8	197.2	16.5	415.9	297.2	404.7	526.9	561.6	1,030.4	32,621,347	15,101,114	1.3637
WILKES BARRE-SCRANTON	1,308.2	485.3	7.5	5.0	164.8	115.3	144.8	191.9	218.4	439.8	11,021,946	5,106,008	.4769
RHODE ISLAND													
PROVIDENCE-NEW BEDFORD	1,545.5	563.2	40.8	33.0	198.9	144.4	191.2	249.4	259.7	461.3	14,772,025	8,060,256	.6521
SOUTH CAROLINA													
CHARLESTON	592.2	195.3	212.4	8.4	93.1	59.7	93.4	109.7	99.8	115.5	4,267,576	2,211,364	.1978
COLUMBIA	764.6	259.3	289.3	9.3	114.0	75.8	116.8	139.3	131.2	163.6	6,141,461	3,219,862	.2784
FLORENCE	396.4	135.3	146.7	3.7	65.5	41.5	47.5	67.7	68.6	91.4	2,785,550	1,771,034	.1381
GREENVILLE-SPARTANBURG-ASHEVILLE	1,620.0	591.3	246.6	11.3	227.1	150.3	192.1	265.7	302.2	437.5	12,868,899	7,260,413	.5971
SOUTH DAKOTA													
RAPID CITY	265.6	95.3	1.6	4.5	43.4	24.8	36.3	48.3	43.1	58.4	2,526,138	1,489,553	.1145
SIOUX FALLS-MITCHELL	629.8	233.6	.7	1.9	91.0	59.2	78.7	93.7	97.3	187.9	5,283,599	3,047,689	.2446
TENNESSEE													
BRISTOL-KINGSPORT-JOHNSON CITY	768.5	271.7	13.8	4.1	112.1	72.7	87.5	126.4	147.0	201.5	5,882,812	3,249,052	.2732
CHATTANOOGA	821.0	292.1	76.5	5.9	123.4	77.3	95.7	138.5	155.8	205.1	6,495,543	3,503,297	.2977
JACKSON	149.3	54.3	30.1	1.1	21.5	13.6	17.0	23.8	25.6	43.1	1,093,193	701,975	.0538
KNOXVILLE	1,142.2	413.6	47.9	8.0	164.1	109.0	137.3	190.9	210.3	297.7	8,937,026	5,043,692	.4162
MEMPHIS	1,620.3	557.5	611.5	15.4	255.4	164.9	205.7	267.9	270.0	399.8	12,408,499	6,880,206	.5781
NASHVILLE	1,793.3	641.0	225.6	16.3	251.8	163.8	228.1	303.0	328.7	463.0	15,517,249	8,408,371	.6978
TEXAS													
ABILENE-SWEETWATER	303.8	112.1	13.8	40.3	42.1	26.1	38.0	43.4	48.9	95.3	2,556,798	1,572,357	.1204
AMARILLO	481.8	175.9	18.0	67.1	76.1	43.9	58.7	77.8	83.9	123.0	4,361,938	2,767,135	.2044
AUSTIN	749.6	281.9	74.2	140.1	101.8	62.4	128.3	149.9	121.9	161.8	7,488,937	3,997,670	.3254
BEAUMONT-PORT ARTHUR	474.6	168.9	103.1	15.6	71.7	45.9	56.3	75.4	83.0	126.0	4,672,598	2,715,043	.2094
CORPUS CHRISTI	507.5	164.6	18.1	285.1	87.8	52.3	65.0	85.3	83.9	113.3	4,205,336	2,475,452	.1957
DALLAS-FT. WORTH	3,976.0	1,474.7	551.5	326.1	585.0	361.2	499.3	734.6	749.2	918.9	42,620,551	24,258,092	1.8656
EL PASO	715.9	219.1	25.2	430.0	130.2	76.2	105.4	120.2	121.0	135.2	5,082,219	2,978,139	.2452
HOUSTON	3,891.1	1,398.1	728.1	615.3	612.7	357.4	511.6	803.7	732.4	733.3	43,972,800	23,745,796	1.8754
LAREDO	121.6	32.3	.1	111.0	25.4	14.8	14.9	18.3	18.4	24.7	625,539	623,600	.0393
LUBBOCK	456.1	157.9	27.3	124.8	72.0	43.8	71.0	73.0	74.5	104.1	3,645,537	2,464,752	.1794

S&MM's SURVEY OF TELEVISION MARKETS

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					Population by Age Group (Thousands)								
STATE S&MM/ARBITRON TV MARKET (ADI)	Total Pop. (Thous.)	Total House-holds (Thous.)	Black Pop. (Thous.)	Spanish-Origin Pop. (Thous.)	2–11 Years	12–17 Years	18–24 Years	25–34 Years	35–49 Years	50 & Over	Total EBI ($000)	Total Retail Sales ($000)	Buying Power Index
TX (cont.)													
MCALLEN-BROWNSVILLE	624.0	171.4	1.6	531.2	131.0	74.2	70.6	95.2	94.4	132.2	3,388,945	2,354,490	.1855
ODESSA-MIDLAND	383.2	134.7	18.7	106.9	63.4	36.4	49.2	66.0	67.5	85.4	4,020,532	2,462,900	.1812
SAN ANGELO	117.0	42.1	4.2	28.9	16.5	10.2	16.5	18.7	19.2	32.1	1,099,730	787,510	.0533
SAN ANTONIO	1,567.2	521.6	91.9	771.1	256.3	159.4	198.3	257.4	264.1	376.0	13,147,606	7,265,762	.5993
TYLER	283.9	100.3	61.0	12.7	42.5	25.7	32.3	45.8	48.7	79.6	2,538,270	1,531,358	.1172
VICTORIA	77.5	26.3	5.6	26.2	13.0	7.7	9.9	13.7	13.6	16.6	769,376	533,288	.0366
WACO-TEMPLE	653.0	227.3	108.4	69.6	90.6	52.5	132.5	103.9	96.5	153.6	5,485,522	3,038,819	.2501
WICHITA FALLS-LAWTON	455.6	161.8	39.2	26.2	64.3	39.7	67.8	71.7	74.6	121.8	3,923,149	2,113,489	.1765
UTAH													
SALT LAKE CITY	1,775.4	549.3	10.3	75.7	359.3	165.6	248.3	309.7	269.5	322.0	14,200,767	7,786,490	.6524
VERMONT													
BURLINGTON-PLATTSBURGH	618.8	216.3	3.8	5.0	86.9	60.8	86.9	108.2	106.8	150.9	5,147,098	3,352,880	.2479
VIRGINIA													
HARRISONBURG	108.5	37.1	2.5	.8	13.4	9.1	19.4	17.6	18.3	27.7	777,082	442,521	.0373
NORFOLK-PORTSMOUTH-NEWPORT NEWS-HAMPTON	1,461.3	499.9	445.9	22.4	205.8	135.4	235.7	258.8	257.8	321.6	12,874,461	7,225,319	.5835
RICHMOND	1,244.9	441.8	349.3	10.9	163.5	115.4	161.5	224.4	228.3	317.6	11,587,781	6,334,280	.5140
ROANOKE-LYNCHBURG	1,001.3	353.3	160.2	6.5	130.9	91.2	131.9	163.0	183.9	275.0	8,211,614	4,641,769	.3788
WASHINGTON													
SEATTLE-TACOMA	2,984.4	1,149.9	97.9	60.7	397.9	256.7	384.9	577.0	549.0	727.7	32,759,401	16,525,096	1.3746
SPOKANE	893.1	333.2	5.8	20.0	131.5	80.6	114.2	156.1	153.5	227.0	7,429,911	4,061,251	.3379
YAKIMA	474.7	172.3	5.0	42.3	73.0	44.1	57.9	84.2	82.3	115.6	4,429,708	2,507,961	.1986
WEST VIRGINIA													
BLUEFIELD-BECKLEY-OAK HILL	401.3	142.3	29.6	2.9	62.9	37.4	44.6	66.6	64.8	112.2	2,799,683	2,002,117	.1448
CHARLESTON-HUNTINGTON	1,489.4	530.4	33.0	8.8	230.9	141.4	177.4	247.0	259.3	384.4	11,452,414	6,690,604	.5414
CLARKSBURG-WESTON	235.6	85.4	1.8	1.9	33.4	21.6	27.2	36.5	38.7	71.1	1,658,837	976,827	.0808
PARKERSBURG	93.4	34.9	.8	.4	13.5	8.8	10.3	15.2	17.4	25.4	827,090	663,731	.0424
WHEELING-STEUBENVILLE	452.6	167.1	10.6	2.1	63.8	41.5	50.7	71.4	75.8	136.3	3,801,425	1,918,568	.1682
WISCONSIN													
GREEN BAY	985.8	353.8	1.2	5.0	143.7	102.2	120.3	159.2	163.1	265.1	8,962,498	4,023,061	.3775
LA CROSSE-EAU CLAIRE	451.8	160.5	.6	1.5	62.7	42.8	65.4	70.8	70.2	125.6	3,837,030	1,885,613	.1682
MADISON	519.5	198.7	5.9	4.0	68.1	46.4	79.8	101.6	86.1	122.5	5,468,809	2,650,887	.2285
MILWAUKEE	1,877.9	689.2	167.7	43.3	263.0	182.7	235.5	320.5	327.7	490.0	19,825,353	8,854,101	.8093
WAUSAU-RHINELANDER	440.5	157.2	.6	1.7	64.2	45.3	53.7	67.9	72.6	122.3	3,786,081	1,772,279	.1636
WYOMING													
CASPER-RIVERTON	157.0	56.9	.6	5.8	25.8	14.2	20.9	31.2	27.8	30.4	1,657,362	1,115,523	.0775
CHEYENNE	130.4	49.6	2.2	13.2	19.7	11.9	16.4	22.7	22.7	32.3	1,226,828	793,587	.0574
TOTAL UNITED STATES ADIs	233,991.3	85,195.4	27,973.4	16,420.4	32,880.8	21,742.2	29,508.5	40,219.7	41,582.6	60,875.0	2,312,394,417	1,177,905,256	99.2943

Data in this *Survey of Buying Power—Part II* have been organized into six sections. The black index tabs along the right-hand edge of the book provide easy access to each section.

Section F
ZIP CODE CHARACTERISTICS

If you would like more information . . .

. . . . on Zip Codes and their characteristics, Bill Communications' Market Statistics Div., the people who prepare the data for *S&MM's Surveys*, have Zip Code demographics for all Zip Codes in the U.S. Data for three basic areas, demographics, socioeconomic characteristics, and housing characteristics, show more than 200 different items for any given Zip, with the emphasis on the type of data most needed by marketers, sales analysts, and direct mail specialists. Age, sex, race, mobility, occupation, education, income, homeowners, renters, number of autos per household—the list of specific characteristics is virtually endless. To receive more information concerning Zip Code demographics from Market Statistics, write them at 633 Third Ave., New York, NY 10017.

In the meantime, here are just a few of the characteristics that are available; these tables having been arranged to show the top 50 Zips in six different areas.

Children age 0 to 5 years

Rank	Zip Code	Post Office Name	County/State	Total
1.	60623	Chicago	Cook, IL	15,602
2.	93030	Oxnard	Ventura, CA	14,795
3.	84070	Sandy	Salt Lake, UT	14,348
4.	60609	Chicago	Cook, IL	14,139
5.	90201	Bell	Los Angeles, CA	12,275
6.	60647	Chicago	Cook, IL	12,043
7.	60608	Chicago	Cook, IL	11,931
8.	11207	Brooklyn	Kings, NY	11,851
9.	84057	Orem	Utah, UT	11,141
10.	11226	Brooklyn	Kings, NY	10,976
11.	60628	Chicago	Cook, IL	10,736
12.	11211	Brooklyn	Kings, NY	10,725
13.	60622	Chicago	Cook, IL	10,631
14.	60644	Chicago	Cook, IL	10,346
15.	60651	Chicago	Cook, IL	9,876
16.	60617	Chicago	Cook, IL	9,848
17.	11212	Brooklyn	Kings, NY	9,455
18.	90011	Los Angeles	Los Angeles, CA	9,420
19.	84601	Provo	Utah, UT	9,286
20.	60620	Chicago	Cook, IL	9,230
21.	90044	Los Angeles	Los Angeles, CA	9,205
22.	10453	Bronx	Bronx, NY	9,105
23.	90650	Norwalk	Los Angeles, CA	9,104
24.	60103	Bartlett	Cook, IL	9,061
25.	92054	Oceanside	San Diego, CA	9,050
26.	97005	Beaverton	Washington, OR	8,736
27.	84113	Salt Lake City	Salt Lake, UT	8,710
28.	83401	Idaho Falls	Bonneville, ID	8,693
29.	60624	Chicago	Cook, IL	8,615
30.	63301	St. Charles	St. Charles, MO	8,535
31.	48227	Detroit	Wayne, MI	8,483
32.	11208	Brooklyn	Kings, NY	8,469
33.	90280	South Gate	Los Angeles, CA	8,461
34.	78040	Laredo	Webb, TX	8,413
35.	91331	Pacoima	Los Angeles, CA	8.367
36.	84120	Salt Lake City	Salt Lake, UT	8,336
37.	78501	McAllen	Hidalgo, TX	8.260
38.	35020	Bessemer	Jefferson, AL	8,245
39.	11221	Brooklyn	Kings, NY	8,241
40.	48180	Taylor	Wayne, MI	8,238
41.	76541	Killeen	Bell, TX	8,156
42.	11203	Brooklyn	Kings, NY	8,155
43.	90255	Huntington Park	Los Angeles, CA	8,151
44.	60636	Chicago	Cook, IL	8,128
45.	70062	Kenner	Jefferson, LA	8,127
46.	48910	Lansing	Ingham, MI	8,061
47.	70117	New Orleans	Orleans, LA	8,057
48.	85706	Tucson	Pima, AZ	8,007
49.	70360	Houma	Terrebonne, LA	7,978
50.	94590	Vallejo	Solano, CA	7,945

Households with income of $75,000 and over

Rank	Zip Code	Post Office Name	County/State	Total
1.	10021	New York	New York, NY	7,433
2.	10028	New York	New York, NY	5,303
3.	90274	Palos Verdes Peninsula	Los Angeles, CA	3,573
4.	90210	Beverly Hills	Los Angeles, CA	2,884
5.	10583	Scarsdale	Westchester, NY	2,800
6.	10022	New York	New York, NY	2,776
7.	77024	Houston	Harris, TX	2,735
8.	90049	Los Angeles	Los Angeles, CA	2,678
9.	90024	Los Angeles	Los Angeles, CA	2,593
10.	48013	Bloomfield Hills	Oakland, MI	2,553
11.	06830	Greenwich	Fairfield, CT	2,498
12.	20854	Rockville	Montgomery, MD	2,150
13.	20016	Washington	District of Columbia	2,101
14.	10024	New York	New York, NY	2,021
15.	60521	Hinsdale	Du Page, IL	2,006
16.	10023	New York	New York, NY	2,003
17.	60035	Highland Park	Lake, IL	1,965
18.	20015	Washington	Montgomery, MD	1,915
19.	48033	Keego Harbor	Oakland, MI	1,891
20.	94025	Menlo Park	San Mateo, CA	1,832
21.	60611	Chicago	Cook, IL	1,801
22.	60062	Northbrook	Cook, IL	1,796
23.	20034	Washington	Montgomery, MD	1,788
24.	48236	Detroit	Wayne, MI	1,783
25.	60093	Winnetka	Cook, IL	1,746
26.	94022	Los Altos	Santa Clara, CA	1,703
27.	92037	La Jolla	San Diego, CA	1,687
28.	60610	Chicago	Cook, IL	1,643
29.	94010	Burlingame	San Mateo, CA	1,627
30.	48010	Birmingham	Oakland, MI	1,522
31.	90272	Pacific Palisades	Los Angeles, CA	1,493
32.	44122	Cleveland	Cuyahoga, OH	1,468
33.	60091	Wilmette	Cook, IL	1,466
34.	06880	Westport	Fairfield, CT	1,465
35.	92660	Newport Beach	Orange, CA	1,447
36.	60010	Barrington	Lake, IL	1,439
37.	20008	Washington	District of Columbia	1,386
38.	53217	Milwaukee	Milwaukee, WI	1,379
39.	77079	Houston	Harris, TX	1 339
40.	06840	New Canaan	Fairfield, CT	1,334
41.	06820	Darien	Fairfield, CT	1,333
42.	75205	Dallas	Dallas, TX	1,325
43.	85253	Scottsdale	Maricopa, AZ	1,315
44.	63141	St. Louis	St. Louis, MO	1,293
45.	75248	Dallas	Dallas, TX	1,286
46.	60025	Glenview	Cook, IL	1,269
47.	07078	Short Hills	Essex, NJ	1,267
48.	33156	Miami	Dade, FL	1,260
49.	92705	Santa Ana	Orange, CA	1,251
50.	60045	Lake Forest	Lake, IL	1,246

Persons employed in manufacturing industries

Rank	Zip Code	Post Office Name	County/State	Total
1.	28052	Gastonia	Gaston, NC	19,127
2.	94086	Sunnyvale	Santa Clara, CA	17,698
3.	60647	Chicago	Cook, IL	17,065
4.	60623	Chicago	Cook, IL	16,198
5.	03060	Nashua	Hillsborough, NH	16,028
6.	46514	Elkhart	Elkhart, IN	15,523
7.	44094	Willoughby	Lake, OH	14,603
8.	60617	Chicago	Cook, IL	14,190
9.	28601	Hickory	Catawba, NC	13,963
10.	46901	Kokomo	Howard, IN	13,922
11.	27292	Lexington	Davidson, NC	13,801
12.	60618	Chicago	Cook, IL	13,663
13.	30720	Dalton	Whitfield, GA	13,545
14.	98055	Renton	King, WA	13,271
15.	48185	Wayne	Wayne, MI	13,215
16.	06810	Danbury	Fairfield, CT	13,186
17.	27215	Burlington	Alamance, NC	13,155
18.	97005	Beaverton	Washington, OR	13,069
19.	95051	Santa Clara	Santa Clara, CA	13,014
20.	06010	Bristol	Hartford, CT	12,707
21.	60622	Chicago	Cook, IL	12,513
22.	24541	Danville	Danville, VA	12,474
23.	90250	Hawthorne	Los Angeles, CA	12,441
24.	90650	Norwalk	Los Angeles, CA	12,424
25.	98031	Kent	King, WA	12,363
26.	48197	Ypsilanti	Washtenaw, MI	12,343
27.	60639	Chicago	Cook, IL	12,264
28.	60085	Waukegan	Lake, IL	11,943
29.	60651	Chicago	Cook, IL	11,905
30.	90201	Bell	Los Angeles, CA	11,897
31.	28645	Lenoir	Caldwell, NC	11,680
32.	44035	Elyria	Lorain, OH	11,584
33.	07087	Union City	Hudson, NJ	11,484
34.	60608	Chicago	Cook, IL	11,482
35.	54911	Appleton	Outagamie, WI	11,462
36.	90255	Huntington Park	Los Angeles, CA	11,423
37.	90280	South Gate	Los Angeles, CA	11,407
38.	27260	High Point	Guilford, NC	11,301
39.	28081	Kannapolis	Cabarrus, NC	11,202
40.	06450	Meriden	New Haven, CT	11,160
41.	53081	Sheboygan	Sheboygan, WI	11,151
42.	29720	Lancaster	Lancaster, SC	11,050
43.	63301	St. Charles	St. Charles, MO	11,015
44.	48180	Taylor	Wayne, MI	10,993
45.	53186	Waukesha	Waukesha, WI	10,966
46.	60505	Aurora	Kane, IL	10,839
47.	60625	Chicago	Cook, IL	10,816
48.	18103	Allentown	Lehigh, PA	10,773
49.	29730	Rock Hill	York, SC	10,718
50.	48077	Utica	Macomb, MI	10,656

Asian and Pacific Islander population

Rank	Zip Code	Post Office Name	County/State	Total
1.	96817	Honolulu	Honolulu, HI	41,869
2.	96819	Honolulu	Honolulu, HI	41,529
3.	96816	Honolulu	Honolulu, HI	38,997
4.	96744	Kaneohe	Honolulu, HI	30,125
5.	96822	Honolulu	Honolulu, HI	28,280
6.	96782	Pearl City	Honolulu, HI	27,762
7.	96720	Hilo	Hawaii, HI	26,961
8.	96797	Waipahu	Honolulu, HI	26,559
9.	10002	New York	New York, NY	24,709
10.	96701	Aiea	Honolulu, HI	24,367
11.	96792	Waianae	Honolulu, HI	21,762
12.	91754	Monterey Park	Los Angeles, CA	18,878
13.	96818	Honolulu	Honolulu, HI	18,815
14.	96706	Ewa Beach	Honolulu, HI	17,555
15.	96786	Wahiawa	Honolulu, HI	17,212
16.	96826	Honolulu	Honolulu, HI	17,154
17.	11373	Flushing	Queens, NY	17,096
18.	94133	San Francisco	San Francisco, CA	17,044
19.	96734	Kailua	Honolulu, HI	16,116
20.	94015	Daly City	San Mateo, CA	15,480
21,	96815	Honolulu	Honolulu, HI	15,031
22.	94121	San Francisco	San Francisco, CA	14,804
23.	94109	San Francisco	San Francisco, CA	13,490
24.	90026	Los Angeles	Los Angeles, CA	13,233
25.	94122	San Francisco	San Francisco, CA	13,059
26.	90701	Artesia	Los Angeles, CA	12,833
27.	94112	San Francisco	San Francisco, CA	12,715
28.	96825	Honolulu	Honolulu, HI	12,539
29.	96813	Honolulu	Honolulu, HI	12,465
30.	94118	San Francisco	San Francisco, CA	12,343
31.	96789	Wahiawa	Honolulu, HI	12,267
32.	90247	Gardena	Los Angeles, CA	11,925
33.	11355	Flushing	Queens, NY	11,182
34.	96821	Honolulu	Honolulu, HI	10,794
35.	94590	Vallejo	Solano, CA	10,582
36.	96732	Kahului	Maui, HI	10,578
37.	90004	Los Angeles	Los Angeles, CA	10,544
38.	94116	San Francisco	San Francisco, CA	10,461
39.	90745	Wilmington	Los Angeles, CA	10,180
40.	60625	Chicago	Cook, IL	10,084
41.	60640	Chicago	Cook, IL	10,020
42.	10013	New York	New York, NY	9,590
43.	90006	Los Angeles	Los Angeles, CA	9,369
44.	90012	Los Angeles	Los Angeles, CA	9,230
45.	96814	Honolulu	Honolulu, HI	9,163
46.	96793	Wailuku	Maui, HI	8,920
47.	94134	San Francisco	San Francisco, CA	8,683
48.	94110	San Francisco	San Francisco, CA	8,626
49.	92154	San Diego	San Diego, CA	8,592
50.	94501	Alameda	Alameda, CA	8,431

WHETHER YOU'RE JUST STARTING OUT OR A SEASONED SALES PRO...

Get the techniques you need to make it in today's tough selling market

Join the thousands of successful salespeople who have benefitted from AMA's seminars specifically designed to help new and veteran salespeople shape or revitalize their selling skills.

Seminars like PRINCIPLES OF PROFESSIONAL SELLING, an all-inclusive course for any salesperson with a minimum of 6 months experience. It offers live and filmed instruction on tested selling principles, methods and techniques – including a how-to videotaped practice session that uses role play to illustrate which techniques work best in different situations. And it's a program that consistently ranks high with AMA's registrants: *"I was thrilled with this course. . . . I feel I have walked away with a tremendous amount of information."* – Susan Boray, Sales Representative/Poly Pak America, Inc.

Or our program FUNDAMENTAL SELLING TECHNIQUES FOR THE NEW SALES REPRESENTATIVE. This made-to-order seminar for salespeople just starting out gives you the know-how and smooth selling skills of your more experienced colleagues – the techniques salespeople usually pick up only after years on the front line. *"I was very impressed with the course – it gave me a clear outline on how to organize and make my sales calls."* – Field Sales Representative/Security Card System

And for salespeople with at least 2 years experience, there's SUCCESSFUL SALES CALLS: HOW TO IMPROVE YOUR FACE-TO-FACE EFFECTIVENESS WITH YOUR CUSTOMERS. It's an outstanding opportunity to polish your approach and learn advanced selling techniques. VTR role play and group critique give you invaluable examination of the most crucial point of selling: the successful close.

For FREE descriptive brochures, fill in and return the coupon today!

American Management Associations
ATT: Wougene Patterson, Marketing Manager
135 West 50th St., New York, NY 10020

YES, I'd like to receive absolutely **FREE** and without any further obligation brochures describing the following AMA seminars:

☐ **FUNDAMENTAL SELLING TECHNIQUES FOR THE NEW SALES REPRESENTATIVE** (5510XSMM)

☐ **PRINCIPLES OF PROFESSIONAL SELLING** (5520XSMM)

☐ **SUCCESSFUL SALES CALLS: HOW TO IMPROVE YOUR FACE-TO-FACE EFFECTIVENESS WITH YOUR CUSTOMERS** (5540XSMM)

Name ______________________

Title ______________________

Company ______________________

Address ______________________

City/State/Zip ______________________

Tel. No. (   ) ______________________

5-4522

Circle No. 127 on Reader Service Card

Households with six or more persons

Rank	Zip Code	Post Office Name	County/State	Total
1.	60623	Chicago	Cook, IL	5,702
2.	60609	Chicago	Cook, IL	5,026
3.	60628	Chicago	Cook, IL	4,941
4.	93030	Oxnard	Ventura, CA	4,779
5.	60608	Chicago	Cook, IL	4,242
6.	60636	Chicago	Cook, IL	3,935
7.	60620	Chicago	Cook, IL	3,915
8.	78040	Laredo	Webb, TX	3,846
9.	60647	Chicago	Cook, IL	3,726
10.	60624	Chicago	Cook, IL	3,683
11.	60617	Chicago	Cook, IL	3,672
12.	91331	Pacoima	Los Angeles, CA	3,665
13.	60644	Chicago	Cook, IL	3,603
14.	38109	Memphis	Shelby, TN	3,526
15.	90011	Los Angeles	Los Angeles, CA	3,504
16.	84070	Sandy	Salt Lake, UT	3,423
17.	91744	La Puente	Los Angeles, CA	3,399
18.	60651	Chicago	Cook, IL	3,362
19.	60622	Chicago	Cook,IL	3,353
20.	90201	Bell	Los Angeles, CA	3,276
21.	11207	Brooklyn	Kings, NY	3,207
22.	84601	Provo	Utah, UT	3,135
23.	60612	Chicago	Cook, IL	3,117
24.	60621	Chicago	Cook, IL	3,104
25.	78501	McAllen	Hidalgo, TX	3,072
26.	78207	San Antonio	Bexar, TX	3,028
27.	90063	Los Angeles	Los Angeles, CA	3,005
28.	90022	Los Angeles	Los Angeles, CA	2,903
29.	19143	Philadelphia	Philadelphia, PA	2,887
30.	48227	Detroit	Wayne, MI	2,866
31.	90650	Norwalk	Los Angeles, CA	2,843
32.	79907	El Paso	El Paso, TX	2,771
33.	75216	Dallas	Dallas, TX	2,740
34.	21215	Baltimore	Baltimore City, MD	2,727
35.	11211	Brooklyn	Kings, NY	2,701
36.	78521	Brownsville	Cameron, TX	2,699
37.	11221	Brooklyn	Kings, NY	2,698
38.	33311	Fort Lauderdale	Broward, FL	2,689
39.	60643	Chicago	Cook, IL	2,686
40.	11226	Brooklyn	Kings, NY	2,636
41.	11203	Brooklyn	Kings, NY	2,627
42.	96819	Honolulu	Honolulu, HI	2,615
43.	70117	New Orleans	Orleans, LA	2,602
44.	92704	Santa Ana	Orange, CA	2,563
45.	11212	Brooklyn	Kings, NY	2,557
46.	78520	Brownsville	Cameron, TX	2,534
47.	90033	Los Angeles	Los Angeles, CA	2,513
48.	60653	Chicago	Cook, IL	2,509
49.	84057	Orem	Utah, UT	2,502
50.	11208	Brooklyn	Kings, NY	2,486

Households in mobile homes, trailers, boats, etc.

Rank	Zip Code	Post Office Name	County/State	Total
1.	92343	Hemet	Riverside, CA	7,481
2.	85705	Tucson	Pima, AZ	6,928
3.	33903	Fort Myers	Lee, FL	5,870
4.	33801	Lakeland	Polk, FL	5,322
5.	33512	Brooksville	Hernando, FL	5,185
6.	33507	Bradenton	Manatee, FL	4,911
7.	85364	Yuma	Yuma, AZ	4,896
8.	85706	Tucson	Pima, AZ	4,747
9.	89110	Las Vegas	Clark, NV	4,589
10.	80221	Denver	Adams, CO	4,516
11.	33599	Zephyrhills	Pasco, FL	4,374
12.	32748	Leesburg	Lake, FL	4,301
13.	92021	El Cajon	San Diego, CA	4,160
14.	32019	Daytona Beach	Volusia, FL	4,110
15.	32807	Orlando	Orange, FL	4,052
16.	92399	Yucaipa	San Bernardino, CA	3,517
17.	32304	Tallahassee	Leon, FL	3,483
18.	89431	Sparks	Washoe, NV	3,419
19.	94086	Sunnyvale	Santa Clara, CA	3,368
20.	87401	Farmington	San Juan, NM	3,198
21.	33541	Largo	Pinellas, FL	3,104
22.	26505	Morgantown	Monongalia, WV	3,032
23.	29405	Charleston	Charleston, SC	2,984
24.	32210	Jacksonville	Duval, FL	2,952
25.	59801	Missoula	Missoula, MT	2,945
26.	33540	Largo	Pinellas, FL	2,908
27.	99504	Anchorage	Anchorage, AK	2,890
28.	85220	Apache Junction	Pinal, AZ	2,841
29.	33595	Venice	Sarasota, FL	2,791
30.	89121	Las Vegas	Clark, NV	2,721
31.	85301	Glendale	Maricopa, AZ	2,703
32.	82716	Gillette	Campbell, WY	2,684
33.	57701	Rapid City	Pennington, SD	2,683
34.	93534	Lancaster	Los Angeles, CA	2,651
35.	65201	Columbia	Boone, MO	2,641
36.	97701	Bend	Deschutes, OR	2,640
37.	28540	Jacksonville	Onslow, NC	2,637
38.	97526	Grants Pass	Josephine, OR	2,616
39.	71446	Leesville	Vernon, LA	2,589
40.	32401	Panama City	Bay, FL	2,561
41.	82001	Cheyenne	Laramie, WY	2,547
42.	32741	Kissimmee	Osceola, FL	2,544
43.	82901	Rock Springs	Sweetwater, WY	2,533
44.	33569	Riverview	Hillborough, FL	2,522
45.	85713	Tucson	Pima, AZ	2,517
46.	33566	Plant City	Hillsborough, FL	2,516
47.	96001	Redding	Shasta, CA	2,516
48.	95401	Santa Rosa	Sonoma, CA	2,496
49.	29150	Sumter	Sumter, SC	2,494
50.	79763	Odessa	Ector, TX	2,492

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WORTH WRITING S&MM FOR

To receive materials listed below, circle the appropriate numbers on the postcard and drop it in the mail. The Advertisers' Index, page 174, shows where to find advertisements of many of the companies mentioned.

Markets/Media

1. A booklet from the ***Columbus Dispatch*** gives an overview of the current market that includes demographics on its economy, retail sales figures, education, employment, and market growth.

2. The ***Seattle Times*** and ***Post Intelligencer*** have complete sales and marketing information available detailing the demographics for Washington State and Seattle.

3. *Recruit Atlanta*, a complete market profile from the ***Atlanta Journal-Constitution,*** contains demographics on its population, housing, education, opportunities, and newspaper coverage.

4. A market study from the ***Chicago Tribune*** profiles Chicago's home-furnishings market and suggests ways to present merchandise to potential shoppers.

5. The ***Buffalo News*** offers market data on the readership of its Sunday newspaper.

6. A series of booklets from the ***Press-Enterprise*** contains detailed demographics for the Riverside-San Bernardino, CA, metro area and advertising information on varied topics including employment, travel, real estate, and the auto industry.

7. The ***St. Louis Post-Dispatch*** provides a market kit showing basic readership demographics for prime audiences in the St. Louis market.

8. Simmons newspaper demographics for the Denver ADI, TV market, and the Denver-Boulder SMSA are available from the ***Denver Rocky Mountain News***.

9. ***Capital Newspapers*** offers general marketing information which gives demographics about the Albany market.

10. *The 1984 Profile of the Home Center Market*, from ***Home Center Magazine***, details market and demographic data on the nearly 9,000 retail companies that operate more than 26,000 full-line home improvement centers in the U.S. with sales in excess of $50 billion.

11. MARKETING INTELLIGENCE TRACKING SYSTEM (MINT), newspaper research reports from **Advertising Checking Bureau,** provides competitive advertising information for any product in all markets in the U.S.

12. ***Hardware Retailing*** sends complete hardware/home center do-it-yourself data material and information on its marketing seminars being held in nine major U.S. cities.

13. Information is available from the ***Milwaukee Journal/Sentinel*** on co-op advertising support, target marketing, selective distribution, and test marketing in the Milwaukee market.

(continued on next page)

10 29 84
do not use after
1/29 85

WORTH WRITING S&MM FOR Please send me the items circled below:

1 2 3 4 5 6 7 8 9 10 11 12 13
14 15 16 17 18 19 20 21 22 23 24 25 26
101 102 103 104 105 106 107 108 109 110 111 112 113 114
115 116 117 118 119 120 121 122 123 124 125 126 127 128
129 130 131

Name
Title
Company
Address Phone
City State Zip
I am presently a subscriber A ☐ Yes B ☐ No

Place
Stamp
Here

READER SERVICE CARD

S&MM
SALES & MARKETING MANAGEMENT
P.O. Box 2783
Clinton, Iowa 52735

READER SERVICE CARD

S&MM
SALES & MARKETING MANAGEMENT
P.O. Box 2783
Clinton, Iowa 52735

Place
Stamp
Here

WORTH WRITING S&MM FOR

10/29/84
do not use after
1/29/85

Please send me the items circled below:

1 2 3 4 5 6 7 8 9 10 11 12 13
14 15 16 17 18 19 20 21 22 23 24 25
101 102 103 104 105 106 107 108 109 110 111 112 113 114
115 116 117 118 119 120 121 122 123 124 125 126 127 128
129 130 131

Name ______
Title ______
Company ______
Address ______ Phone ______
City ______ State ______ Zip ______
I am presently a subscriber A ☐ Yes B ☐ No

WORTH WRITING S&MM FOR

(continued)

Meeting Information

14. A Value Season Package, from **Amelia Island Plantation,** located just 30 miles north of Jacksonville, includes 900 acres of sports, resort, and meeting facilities—all at an affordable price.

15. The Columbia Inn, Columbia, MD, offers a brochure describing its meeting facilities, guest accommodations, and easy access to both Baltimore and Washington, DC.

16. A brochure from the **Adam's Mark,** Houston, describes its meeting facilities, its 14,800-sq.-ft. exhibition center, and its capable staff ready to meet all your meeting needs.

17. Information is available from the **Hyatt Regency Atlanta** detailing its meeting and exhibit space, accommodations, restaurants, central location, and a professional staff to handle all your details.

18. Peachtree Sheraton Conference Center, Atlanta, offers a booklet on its meeting and banquet facilities, including a floor plan of its meeting rooms and a chart detailing the size and capacity of each room.

Miscellaneous

19. NFL Films sends brochures on two new training and motivational films, *No Guts, No Glory* and *Playing to Win*, that give Don Shula's and Fran Tarkenton's strategies for business success.

20. *1983–84 Recognition and Award Catalogue* from **Seiko** describes its line of watches and clocks to help build a successful program.

21. Enjoy the convenience and prestige of a corporate environment without expensive overhead with the **Headquarters Cos.'** complete executive office. Brochure gives details.

22. Four new training films from **BNA Communications,** based on the book *Successful Cold Call Selling*, teaches you to convince prospective clients to listen on your first contact.

23. Human Edge Business Strategy Software sends a brochure on its software program, developed by human behavior specialists and sales experts, that helps give your salespeople a psychological edge over their prospects.

24. Information on its 45-inch rear-screen, color video projection system in a space-saving, one-piece cabinet will be sent from **Panasonic.**

25. The **American Marketing Assn.** will send information on its membership for marketing professionals.

Use numbers **101-131** to request additional information from advertisers in this issue.

Downing Displays work as hard as you do

At Downing, we make displays that work as hard as you do. Displays that are easy to transport and assemble. Quality and workmanship that make every Downing Display, from our smallest table-top to the limits of your imagination, the most versatile, durable, effective displays found anywhere.

A. 10′ Unlimited Exhibit with Transparency Panel and Lighted Header (Shipping container converts to a table)

B. The Downing 10′ UPS Exhibit (Meets UPS shipping requirements)

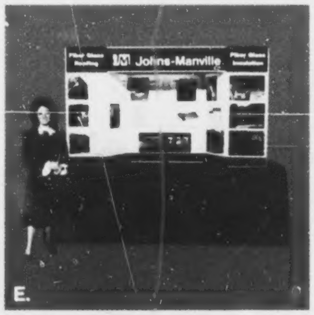
C. 10′ Unlimited Exhibit with Photo Mural and Transparency Panel

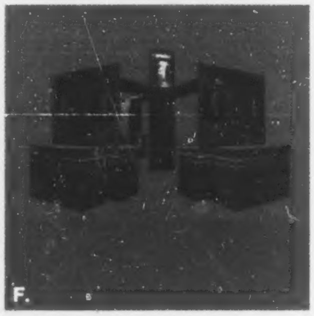
D. An 8′ Illuminated Transparency Tower

E. 4′ x 7′ 360° Table-Top Display (Reversible)

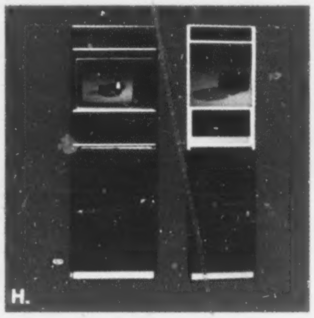
downing displays inc.
UPS
B.

Close to the land and the people who work it
LAND BANK
America's ag lender.
C.


Johns-Manville
E.



Texas Instruments
G.



F. 20′ x 20′ Island Display with Illuminated Transparency Tower

G. The Downing Hinged Panel Exhibit (Shipping case converts to table)

H. Lightweight Rear-Screen Projection Unit and Video Monitor Enclosure

downing

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	Combined Daily	Saturday	Sunday
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*Six-month average. As filed with the Audit Bureau of Circulations, subject to audit. Sources: Audit Bureau of Circulations Publisher's Statements for six-month periods ending March 31, 1983 and March 31, 1984. Sales and Marketing Management Survey of Buying Power, 1983. Scarborough Atlanta Market Study, 1981 and 1983.

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